MA in Corporate Communication  
Baruch College/CUNY  
COURSE DESCRIPTIONS (updated 3/2022)

COM 9108 Communication and Information Technology 3 hours; 3 credits  
The course covers the nexus of information and communication management. As information becomes, increasingly, the principal "asset" of public organizations, managers will need to know how to develop, control, and capitalize upon that asset. This course will provide students with both a broad overview of information issues in organizational environments and a more focused treatment of information and communication in public organizations.

COM 9139 Communication Strategy 3 hours; 3 credits  Offered Fall 2022  
This emphasizes strategic issues in communication. Here students will focus on the management of institutional communication rather than the basics of message design. The goal is to provide public managers with theoretical and practical tools to integrate communicative considerations into institutional decision making. The course will cover the basics of negotiation, consensus building, media selection, and thematic strategy.

COM 9501 Corporations and Media 3 hours; 3 credits  
This course will allow both business journalism and corporate communication students an "inside" look at the corporation. Knowledge of structure, organization, decision making, communications, culture, goals, and politics is crucial to students and practitioners in both specialties for very different reasons. The business journalist must know the inside of a corporation in order to report effectively to the public newsworthy events, decisions, and changes in course. The corporate communication specialist must intimately know how a particular corporation or an area of business works so that information most favorable to the outside world can be selected and effectively disseminated. This course will allow students in both programs to familiarize themselves with the internal working of organizations, focusing particularly on those areas of organizational structure where information about an organization is most readily available. Case studies, presentations by corporate executives, and visits to organizations will be an important part of this course.

COM 9505 Media Analysis for Corporate Communication 3 hours; 3 credits  
This course will cover the history, organization, ownership, and functioning of print, broadcast, and electronic media with a special emphasis on the coverage of business. Some of the questions addressed include, How are stories selected? What sources are consulted? How do deadlines shape the news? What assumptions go unexamined? How does public relations shape coverage? The institutional contexts and intellectual underpinnings of the practices of business journalists and corporate communication specialists will also be stressed, including a number of historical case studies.

COM 9510 Legal and Ethical Issues in Corporate Communication 3 hours; 3 credits  
Students in this course will improve their understanding of the underlying ethical theories and principles that guide journalists and communication specialists, develop their moral reasoning, sharpen their ability to apply various decision-making strategies to a range of ethical problems, and acquire familiarity with the ethical norms of both professions.

COM 9515 Graphic Design for Media Professionals 3 hours; 3 credits  
An understanding of the interaction of image and word and the power of that interaction to affect perception and understanding is crucial for the media professional. In this hands-on course in the basics of graphic design, students will explore communication through the juxtaposition of image and word. A design can enhance or harm the ability to communicate. In addition, advancements in technology have
simplified image manipulation, which has become a primary means of affecting how people think, something the media professional engages in every day. Students will study the basics of graphic design for print, including the language of type and how image and word interact to create a full message. Students will also explore the manipulation of word and image in electronic and moving media.

COM 9620 **Corporate Communication** 3 hours; 3 credits  
Offered Fall 2022
This course will survey the field of corporate communication, with special emphasis on the following areas: corporate image and identity, corporate advertising and advocacy, media relations, financial communications, employee relations, and crisis management. At the completion of this course, students will possess an understanding of the theory, research, and practice associated with these corporate communication functions, all of which will serve as a foundation for more specialized study later in the program.

COM 9625 **Corporate Culture & Sustainability** 3 hours; 3 credits
This graduate seminar focuses on: 1) understanding the global business process, its environments, and cultures; 2) issues created in managing corporate cultures; 3) understanding and working with specific company cultures and sub-cultures; 4) understanding and implementing the social, financial, and environmental reporting guidelines outlined in the Global Compact and the Global Reporting Initiative. Class work includes individual and group work, including white papers, group projects focused on the analysis and interpretation of corporate cultures and case studies used to analyze the triple-bottom line (social, financial, environmental) reporting practices of successful corporations.

COM 9626 **Counseling the Corporation** 3 hours; 3 credits
The contemporary business environment calls for decision-makers in corporations and non-profit organizations to engage all their internal and external constituents, honestly, actively and consistently. The corporate communicator's role must offer such strategic expertise and must be part of the strategic planning and decision-making process. This seminar explores the philosophy, competencies, methods, and practices that lead to successful outcomes that can be managed, as well as measured. Readings include papers from the Arthur W. Page Society and The Institute for Public Relations Research. Lectures will focus on case histories drawn from the most significant contemporary events. Students question, examine, and determine best steps for managing current events.

COM 9627 **Work-Life Communication** (3 credits, 3 hours)
This course is designed to explore the various communicative intersections between our work and family lives with special attention to issues of family, organizational, and political communication. Specific topics of discussion include: historical discourses, public policy debates, policy implementation processes, and executive/managerial/co-worker interactions. Theoretical connections, empirical research, and workplace application are explored.

COM 9630 **Corporate Media Relations** 3 hours; 3 credits  
Offered Fall 2022
This course examines the theory and practice of state-of-the-art media relations programs in business and industry. Topics to be covered include the nature of the mass media; history of the "business press"; the nature of business "news"; types of messages and channels; relationships with reporters and producers; training corporate spokespeople; and setting up, managing, and evaluating corporate media relations programs.

COM 9635 **Research Methods in Corporate Communication** 3 hours; 3 credits  
Offered Fall 2022
Students in this course will learn about qualitative and quantitative research methods commonly employed in corporate communication research, with special attention paid to focus-group techniques and
survey methods. At the completion of this course, students will be prepared to employ qualitative and quantitative research methods to address research problems in the corporate setting.

COM 9636 Corporate Representation in Film, TV, Advertising, and New Media 3 hours; 3 credits
This course critically explores how corporations and the people who work in them have been represented in film, television, advertising, and digital media and what corporate communication specialists can learn from this rich visual history. Course readings will include material from the fields of film studies, visual studies, cultural studies, advertising, and corporate communication. Assignments include close textual analysis of screenings, in-class presentations, take-home midterm, and a final-15 page research paper.

COM 9640 Qualitative Research Methods 3 hours; 3 credits
Students in this course will learn about qualitative research methods commonly employed in corporate communication research, with special attention paid to question construction, interviewing, focus groups and ethnographic investigation. At the completion of this course, students will be prepared to employ qualitative research methods to address research problems in the corporate setting.

COM 9641 From Plato to Twitter: A History of Influence, Media and Public Opinion 3 hours; 3 credits
This graduate seminar will analyze the history of Public Relations and its application to contemporary global practice. While the profession of Public Relations is only a century old, man has been practicing the art of influencing public attitudes since the dawn of civilization. Looking at world history through the lens of Public Relations, one can see how many of the events that have changed the course of history were triggered through campaigns to influence attitudes, opinions, and behaviors. While the channels may have evolved through the years — from stone tablets and papyrus scrolls to social media — the underlying magic of influencing opinion is still the same: understanding human behavior. This is as true for today’s practitioner conducting a media campaign as it was when Thomas Paine handed out pamphlets.

COM 9642 Power, Privilege, and Difference 3 hours; 3 credits
This graduate seminar will foster critical understanding regarding the interaction of cultural difference, power, privilege, and communication. Students will engage with a range of academic and popular texts in order to determine how gender, ethnicity, race, socio-economic class, age, marital status, religion, sexual orientation, and other manifestations of difference appear and are negotiated in mediated, corporate, and relational contexts. The workload for the course will include weekly critical reading reflections, active participation in and leadership of class discussions, and a final research paper.

COM 9643 Healthcare Communication and Public Relations 3 hours; 3 credits
This class will teach students about aspects of healthcare communications with an emphasis on media and public relations, including communications in hospitals, public relations and marketing agencies, pharmaceutical companies, advocacy organizations and non-profit groups. There will be an emphasis on strategies and tactics used when communicating externally on behalf of a healthcare organization, including creating a media plan, identifying and pitching appropriate outlets and reporters and how to best assess opportunities in the healthcare industry that brands/companies can leverage. The changing role of social media will be addressed and its impact on public relations in a healthcare environment, and the particular challenges of communicating online within a regulated healthcare environment. Healthcare focused crisis communications will be featured during the class, including how to identify, manage and contain an emergent crisis issue, and how to be prepared for any crisis situation.

COM 9650 Multinational Corporate Communication and Culture 3 hours; 3 credits
This seminar is an intensive residency experience held outside the United States with experts and guest lecturers on issues and concepts essential to the understanding of corporate communication and its strategic management in a global environment. Emphasis is on experiential learning through an
international setting, guest lectures by international experts, site visits to corporations, participation in cultural events, and an immersion in a multinational business environment. Emphasis is on the evaluation, analysis, and presentation of global concerns, and current international practices of corporate communication and strategic public relations. This seminar provides the student an opportunity to integrate research and an international experience in a professional research written presentation.

COM 9651 Theories of Persuasion 3 hours; 3 credits
This course is designed to familiarize the student with various significant theories and research programs in persuasion, with special attention paid to the applications of these theories and this research in the world of corporate communication. "Persuasion" is an expansive term and therefore difficult to define. At its core, it concerns attempts to cause persons to change their beliefs or desires through the manipulation of symbol systems. This course approaches the study of persuasion from both "humanistic" and social-science perspectives. Accordingly, we will begin our study of persuasion with an examination of classical texts on rhetoric-the first systematic treatment of persuasion in the Western world. Here we will pay special attention to the relationship between persuasion and politics and also to the relationship between persuasion and ethics. Next, we will examine various theories of the human "self" with an eye toward understanding how adherence to one or another of these theories constrains our understanding both of how humans are persuaded and of how "persuadable" human beings are. Drawing on research in psychology, sociology, and cultural anthropology, we will explore the question of whether there are any cultural universals in the way of beliefs or desires, or whether the human self is entirely the construction of a particular social organization. In other words, we will explore the limits (if there be any) of persuasion. Finally, we will examine the role of persuasion in advertising, political campaigns, and social movements. In this section, we will attempt to tie together threads from previous examinations and to explore additional aspects of persuasion, including the extensive research on persuasion and the mass media.

COM 9652 Crisis Communication 3 hours; 3 credits
This course examines the theory and practice of crisis communication in business and industry. Topics to be covered include the nature of crisis in business and industry; the role of public opinion and the media in the crisis process; strategies of crisis management; the role of management communication in crisis management; and the development of crisis management plans. Numerous case studies of crisis communication in business and industry will be analyzed. At the completion of this course, students will be prepared to participate in the management of a corporate crises as a corporate communication specialist.

COM 9653 Investor Relations 3 hours; 3 credits
This course examines the theory and practice of investor relations as corporations both comply with legal requirements for financial communication and compete in the marketplace for investment capital. Topics covered include types of financial information, SEC requirements/guidelines, and the design of annual reports and other communications directed to shareholders and prospective shareholders, especially Web sites. At the completion of this course, students will possess a sufficient understanding of the theory, research, and practice of investor relations to work with other specialists in a corporate investor relations program.

COM 9654 Employee Communication 3 hours; 3 credits
This course will focus on understanding the various models of strategic communication in the organization. It will consider such goals for internal communication as sustaining morale and goodwill between employees and management; informing employees about internal changes, such as reorganization; communication of compensation and benefit information; communication to increase employee understanding of a company’s products, organization, ethics, culture, external environment; and
changing employee attitudes and behavior. Finally, the management of effective internal communication programs will be addressed.

**COM 9655 Corporate Advertising, Image and Identity 3 hours; 3 credits**
This course examines the nature of corporate image and reputation, the process of managing corporate identity process, and the role of corporate (nonproduct) advertising in a corporate communication program. Students will receive a sufficient understanding of the theory, research, and practice of corporate advertising, image, and identity to enable them to plan, manage, and evaluate corporate programs in this area.

**COM 9656 International Business Communication 3 hours; 3 credits**
Analysis of the process of business communication across cultures and nations. Special attention is given to the impact of differences in language, nonverbal communication, social and political organization, and customs of how firms interact with their employees, customers, suppliers, competitors, regulators, and other relevant factors. Methods include the presentation and discussion of concepts as well as experiential learning situations such as communication exercises, role playing, and case studies.

**COM 9657 Video Production for Corporate Communication 3 hours; 3 credits**
This course in the theory and practice of video communication familiarizes students with the critical skills of moving-image analysis as well as with the technologies of the television studio, field recording, and video editing room. Students will learn the principles and techniques of scriptwriting and preproduction, studio and field recording, and audio and video postproduction through a series of written assignments and individual and group production projects. The relationships among film, video, and digital media will also be explored in this course.

**COM 9658 Reputation Management 3 hours; 3 credits**
What are the key drivers of corporate reputation? How do companies and NGOs sustain and enhance their reputations? How do these entities respond to reputation threats and why do some survive those threats while others do not? These are among the topics that will be covered in the reputation management seminar. Through case studies, student presentations, intensive class discussion and guest lectures by practitioners on the firing line, seminar participants will develop a sophisticated understanding of reputation, its fragility, and how to navigate through times, almost inevitable for every organization, when bad things threaten to undermine both reputation and, sometimes, the organization's very existence.

**COM 9659 Business Issues for Corporate Communicators 3 hours; 3 credits**
Senior managers draw upon five disciplines to frame business issues and evaluate solutions. This course is an overview of the theory and practice of these five disciplines -- economics, accounting, finance, marketing, and strategy. The course provides the tools necessary to research, analyze, and discuss the issues behind today's business headlines. In this seminar, particular emphasis will be placed upon developing and practicing the ability to articulate a cogent point of view on selected business issues using these tools. Through a combination of lecture, role play, case study, and directed discussion, participants will develop the skills and confidence necessary to make a substantive contribution to issues debated in the corporate workplace.
In addition to a close reading of the daily business press, course participants will select a publicly-listed company to follow throughout the course. They will use the company as a reference in leading discussions and completing a research paper. Company selections must be approved by the instructor.
COM 9660 Selected Topics in Corporate Communication 3 hours; 3 credits

Capstone/Thesis Preparation
This asynchronous/online course is designed to provide structure, support, education, and resources towards either a Masters Thesis in Corporate Communication or a Master's Capstone Project in Corporate Communication. The course covers structure and explanation of the thesis/capstone with weekly deadlines that complete the foundation of needed steps while working towards the final project. Weekly assignments and deliverables cover multiple foundational components to beginning and conceptualizing a final project including: creating organization, demystifying the research process, researching, selecting, and establishing communication with a potential thesis/capstone director, conducting and synthesizing research, drafting final project outlines, completing necessary CITI/IRB requirements, approaching data collection, formal presentation format, etc). Students will be guided each week with clear deliverables and will be expected to manage their time accordingly towards completing each weekly benchmark.

Who should consider enrolling in this course?
Students who should consider enrolling in this course will have completed at least 18 credits of graduate work, including COM 9620 (Introduction to Corporate Communication) and COM 9635 Research Methods in Corporate Communication. Students who already have finalized their thesis/capstone advisor should discuss enrollment with their advisor prior to registration. For these students, this course will substitute for an IND study that would have been taken with their individual advisors. Following completion of this course, these students will then enroll in thesis or capstone credits. For students who are beginning the thesis or capstone process, this class is designed to help you understand and navigate this process. You will have secured an advisor by the end of the semester as a part of the seminar process.

COM 9660 Selected Topics in Corporate Communication 3 hours; 3 credits

Organizational Responses to Social Movements and Social Media  Offered Fall 2022
Terms like “Corporate Social Responsibility,” “Corporate Citizenship,” and “Sustainable Development” have become catchphrases for movements within corporations and amongst consumers. In this class, we will consider the historical backgrounds of social movements as a way to contextualize contemporary discussions of social movements and social media. We begin with a study the organizational strategies of social movements and the effects of social movements on corporate culture and marketing before the emergence of the Internet and social media platforms. From this historical context, we will examine the interactions between and permutations of contemporary corporations, social movements, and social media platforms. Students will be evaluated through written reflection papers, a term paper, and in-class presentations.

COM 9660 Selected Topics in Corporate Communication 3 hours; 3 credits

Thought Leadership  Offered Summer II 2022
This course introduces students to the strategic potential of thought leadership and executive communications for advancing an organization’s position in the marketplace of ideas. Discussion spans the full suite of knowledge-based communications practices, including organizational thought leadership strategy, executive platform development, social media communications, media training and coaching, and speechwriting. Students will learn how to advise and collaborate with senior executives on their role in organizational communications, personal platform development, and public appearances.

COM 9661 Special Topics in Corporate Communication 1 hour; 1 credit

COM 9662 Special Topics in Corporate Communication 2 hours; 2 credits

COM 9663 Special Topics in Corporate Communication 1.5 hours; 1.5 credits
COM 9670 **Global Communication, Media, and Culture** 3 hours; 3 credits  
Offered Fall 2022
This graduate seminar is designed to expand and enhance students’ understanding of the dynamics of transcultural communication on a global scale. The course will assist students in becoming knowledgeable about and improving intercultural communication skills through a focus on theory, communicative tools, and critical analysis.

COM 9800 **Internship in Corporate Communication** 140 hours; 3 credits
Students work within an organization under the supervision of both their professional mentors and the internship coordinator. Internship fields in Corporate Communication include: Public Relations, Media Relations, Investor Relations, Advertising, Human Resources, Government Relations, and Public Affairs. This experience must incorporate at least 140 experiential (work) hours during the semester.
Prerequisite: Departmental Permission. The internship is reserved for graduate students in Corporate Communication who have completed at least 24 credits and/or are in their 3rd semester in the program. All students must have at least 3.0 GPA. Students should arrange an interview with the internship coordinator during the prior semester.

COM 9900 **Independent Study**
Prerequisite: Departmental Permission.

COM 9991 **Master's Thesis in Corporate Communication** 3 credits; 3 hours
The Master's Thesis is a significant work of scholarship—incorporating a literature review, methodology, analytical procedures, and findings—that integrates the range of corporate communication theory, practice, and management presented throughout the program. The Thesis enables the student to: conduct extensive research in a subject of interest in the field; apply his or her knowledge of corporate communication; demonstrate professional capabilities acquired during the program; and display an ability to undertake further scholarly work beyond the master’s level in the academic field of communication studies or a related discipline. The students will also have an opportunity to report the results of his or her research in a clear, professional, and comprehensive way to an appropriate audience.

COM 9992 **MA Capstone Project in Corporate Communication** 3 credits; 3 hours
The MA Capstone Project is a research based work—such as a case-study, article-length paper, or sample corporate communication strategy—that integrates the range of corporate communication theory, practice, and management presented throughout the program and enables the degree candidate to: conduct research in a subject of interest in the field; apply knowledge of corporate communication acquired in the program; and demonstrate professional capabilities acquired during the program. The MA Capstone Project also requires the student to present the results of his or her research in a clear, professional, and comprehensive way to the university and professional communities at a colloquium.