

MA in Corporate Communication Program Planner

Name: _____ Empl. ID: _____
Last First MI

Email Address: _____

MA in Corporate Communication Degree requires 36 credits in total.				
Core Required Courses (18 credits)		Credits	Term	Status
COM 9620*	Corporate Communications	3		
COM 9635	Quantitative Research in Corporate Communication	3		
COM 9640	Qualitative Research Methods in Corporate Communication	3		
COM 9700 or COM 9900	Final Masters' Project Bootcamp Independent Study in Corporate Communication <i>Pre-requisites COM 9635 & COM 9640</i>	3		
COM 9510	Legal and Ethical Issues in Corporate Communication	3		
Exit Requirement				
<i>Either</i> COM 9991 <i>or</i> COM 9992	MA Thesis in Corporate Communication MA Capstone Project in Corporate Communication <i>Pre-requisites COM 9635, COM 9640, and COM 9700 or 9900</i>	3		
Elective Courses (18 credits)		Credits	Term	Status
Any six of the following must be completed for a total of 18 credits.				
Elective Courses offered on a regular basis:				
COM 9139*	Communication Strategy	3		
COM 9140	Organizational Storytelling	3		
COM 9141	Rethinking Cultures of Work	3		
COM 9142	Organizational Thought Leadership	3		
COM 9505	Media Analysis for Corporate Communication	3		
COM 9625	Corporate Culture & Sustainability	3		
COM 9626	Counseling the Corporation	3		
COM 9630	Corporate Media Relations	3		
COM 9642	Power, Privilege, and Difference	3		
COM 9652	Crisis Communication	3		
COM 9653	Investor Relations	3		
COM 9654	Employee Communication	3		
COM 9658	Reputation Management	3		
COM 9660	Special Topics in Corporate Communication	3		
COM 9660	Special Topics in Corporate Communication	3		
COM 9661	Special Topics in Corporate Communication	1		
COM 9662	Special Topics in Corporate Communication	2		
COM 9663	Special Topics in Corporate Communication	1.5		
COM 9671	Organizational Responses to Social Movements and Social Media	3		
COM 9800	Internship in Corporate Communication*	3		
COM 9801	Internship in Corporate Communication (repeatable for up to 3 credits)*	1		
COM 9900	Independent Study	3		

Other Elective Courses:		Credits	Term	Status
COM 9108	Communication and Information Technology	3		
COM 9501	Corporations and Media	3		
COM 9515	Graphic Design for Media Professionals	3		
COM 9627	Work-Life Communication	3		
COM 9636	Corporate Representation in Film, TV, Advertising, and New Media	3		
COM 9641	From Plato to Twitter: A History of Influence, Media, and Public Opinion	3		
COM 9671	Organizational Responses to Social Movements and Social Media	3		
COM 9650	Multinational Corporate Communication and Culture	3		
COM 9651	Persuasion and Advocacy	3		
COM 9655	Corporate Advertising, Image, and Identity	3		
COM 9656	International Business Communication	3		
COM 9657	Video Production for Corporate Communication	3		
COM 9659	Business Issues for Corporate Communicators	3		
COM 9670	Global Communication, Media, and Culture	3		
COM 9672	Visual Culture	3		
COM 9673	Theories of Globalization and Culture	3		
COM 9674	International Perspectives on Digital and Media Literacy	3		

MA in Corporate Communication Degree requires 36 credits in total. Students must take 18 core required credits and 18 credits of elective coursework.

SUMMARY:

Core Courses: _____ Elective Courses: _____ Total Credits: _____
 Student Signature: _____ Date: _____
 Advisor Signature: _____ Date: _____

Notes

Prerequisites/Recommendations/Reminders

- * For students who entered the MA in Corporate Communication prior to Spring 2025- COM 9620 will count toward the COM 9139 requirement and after Spring 2025 cannot take COM 9139.
- * Students who enter MA in Corporate Communication in Spring 2025 are required to take COM 9620 in Spring 2025 and may also take COM 9139 in a future semester as an elective.
- * Students who enter in Fall 2025 are required to take COM 9139 and may also take COM 9620 in a future semester as an elective.

 An internship in Corporate Communication is strongly recommended for those students with less than three years of professional experience, and international students who would benefit from an experience in a US setting.