Communications Management (MA)

This program is offered by the School of Communications.

Program Description

The master of arts (MA) degree in communications management is intended for students working in any communications-related field, who are seeking to advance to a position with broader managerial responsibilities. For forward-looking communications professionals, this degree is a necessity.

All students entering this program are required to consult with a School of Communications academic advisor prior to registration. Qualifications and required prerequisite courses will be discussed at this time. Qualifications include a strong educational background or professional experience in a communications-related field. A student may be required to enroll in 6 hours of prerequisite undergraduate course work. The selection of prerequisites will be determined through consultation with an academic advisor. Students must earn a grade of “B” or better in the prerequisite courses before they will be allowed to enroll in graduate courses.

The prerequisite courses do not count toward the 36 credit hours required for the degree, nor will they be considered as part of the credit hours required for advancement to candidacy.

This program is offered online and at the St. Louis home campus.

Learning Outcomes

Successful graduates of this program will be able to:

- Apply all functional areas of communications to specific organizational issues or challenges.
- Manage projects within a communications framework.
- Communicate more effectively with upper level management.
- Work effectively in a business environment.
- Present solutions to communications problems.
- Work with and manage creative and technical experts.
- Use strategy and tactics in implementation of communication plans and programs.
- Adapt and integrate new skills as technologies change.

Program Curriculum

This degree offers students the opportunity to earn a master’s degree in communications while having the flexibility to choose elective courses from various business and management disciplines.

MEDC 5000 Media Communications is the requisite course in the communications management program. It examines communications theory and its application to mass media, as well as introduces students to the graduate program, describes program expectations, and discusses academic preparation for MEDC 6000 Seminar in Media Communications. Therefore, students must take this course even if they have academic or professional experience in media communications.

The required and elective courses listed may be taken as Directed Studies, subject to the conditions stated in the Directed Studies section listed under Academic Policies and Procedures in the Graduate Studies Catalog and approved by the Director of Graduate Studies. Students taking courses that are a part of their approved curriculum and that are from outside of the School of Communications should verify prerequisites with the appropriate school or college.

The course of study for students working toward an MA in communications management is as follows. Any variation from this curriculum should be approved in advance using a program option request form.

Core Courses (21 credit hours)

- MEDC 5000 Media Communications (Requisite Course) (3 hours)
- MEDC 5300 Strategic Communications (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- PBRL 5323 Organizational Communications (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5400 Media Production Management (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)

Elective Courses

A minimum of 15 credit hours must be completed from the following:

- BUSN 5000 Business (3 hours)
- BUSN 5680 Issues in Business: Project Management (3 hours)
- HRDV 5680 Ethics, Values, and Legal Issues in Human Resources Development (3 hours)
- HRMG 5000 Managing Human Resources (3 hours)
- INTB 5000 International Business (3 hours)
- INTB 5650 International Business Management (3 hours)
- MNGT 5000 Management (3 hours)
- MRKT 5000 Marketing (3 hours)
- MEDC 5010 Introduction to Graduate Studies: Advanced Thinking and Writing (2 hours)
- MEDC 5360 International Communications (3 hours)
- MEDC 5430 Media Communications Technology (3 hours)
- MEDC 5460 Media Research (3 hours)
- MEDC 5500 Professional Seminars or MNGT 5500 Professional Seminars (1-3 hours)
- MEDC 5550 Topics in Media Communications (3 hours)
- MEDC 5600 Introduction to Interactive Communications (3 hours)
- PBRL 5322 Public Relations (3 hours)
- PBRL 5451 Communication Strategies for Investors and Financial Stakeholders (3 hours)
- PBRL 5452 Communication Strategies for Public Affairs and Government Relations (3 hours)
- PBRL 5453 Communication Strategies for Nonprofit Organizations (3 hours)
- PBRL 5465 Crisis Management Communications (3 hours)

Admission

Students who are interested in applying to this degree program should see the Admission Section of this catalog for general requirements.

Send all required documents to the following address:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119-3141

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites for the program do not count toward the 12 credit hours required for advancement. A student who receives one F or two Cs before advancement is dismissed. Students admitted on a conditional basis into the School of Business and Technology, the College of Arts & Sciences, or the School of Communications are limited to taking one course per term. Such students who earn one grade
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Of C or below before they are advanced to candidacy will be dismissed without further right to appeal for reinstatement but may apply for readmission after one calendar year from the date of dismissal. Exceptions for international students may apply.