

# Communications Management (MA)

This program is offered by the School of Communications. It is available online and at the Geneva campus, but it is not available at the St. Louis home campus.

## Program Description

The master of arts (MA) 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.

Students may begin the online program in the Fall 1 or Spring 1 terms.

## Learning Outcomes

Successful graduates of this program will be able to:

- Apply communications strategically to specific organizational issues or challenges.
- Apply project management skills within a communications framework.
- Recommend solutions to communications problems.
- Develop effective working strategies with creative and technical experts.
- Design strategy and tactics in the 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.

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 (15 credit hours)

In addition to the seven core courses, MA students can choose five elective courses offered in School of Communications majors. Courses from program curricula outside the School of

Communications may be considered, if appropriate and approved in advance using a program option request form. Students taking courses that are from outside of the School of Communications should verify prerequisites with the appropriate school or college.

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 courses and electives may be taken as directed studies, subject to the conditions stated in Directed Studies under the Academic Policies section of this catalog and approved by the chair of the Department of Communications and Journalism and the dean of the School of Communications. 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.

## Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at [www.webster.edu/](http://www.webster.edu/) apply. Transcripts should be sent from your institution electronically to [transcripts@webster.edu](mailto:transcripts@webster.edu). If this service is not available, send transcripts to:

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

## 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 with a cumulative GPA of 3.0 or higher. In specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.