MASTER OF ARTS IN PROFESSIONAL COMMUNICATION

Program Director
Rebecca Curnalia, Ph.D.,
2017 Bliss Hall
(330) 475-9295
rmcurnalia@ysu.edu

Program Description
The Master of Arts degree in Professional Communication is designed for professionals in any organizational setting who wish to develop advanced communication knowledge and skills, as an end in itself or as preparation for a doctoral degree. In profit and non-profit, academic or non-academic settings, the program learning outcomes will be beneficial to anyone, but especially to managers and administrators.

Graduates will:
• understand how theory guides practice in professional communication;
• write effectively for multiple audiences using current technologies;
• develop strategies for effective organizational marketing;
• acquire advanced analytical and research skills appropriate to organizations;
• gain effectiveness in face-to-face and computer mediated interpersonal relationships; and
• appreciate ethical communication choices necessary for today’s professionals.

Admission Requirements
In addition to the College of Graduate Studies admission requirements, to be admitted to the MA program, students must submit the following information for consideration.

• A current resume outlining academic and professional experience
• A letter of interest explaining how the candidate’s academic and/or professional experience and goals align with the MA program
• Official transcript(s) documenting a minimum cumulative GPA of 2.7 on a 4.0 scale. The applicant must send one transcript from each college or university attended, except YSU, to Graduate Admissions in Coffelt Hall.
• Three completed recommendation forms

Students who do not meet the requirements for admission to the MA program may be admitted on a provisional basis.

Faculty Research Interests
Communication Studies
Shelley Blundell, Ph.D., Assistant Professor
Information literacy needs assessment and instruction for academically at-risk groups; needs assessment and instruction for developmental undergraduate students; media framing of sexual assault and societal impacts; accessibility and universal design in online instruction and information resources; archival literacy; (social) media literacy and metaliteracy development in undergraduate students

Rebecca M. L. Curnalia, Ph.D., Associate Professor
Informational and emotional content and effects of political communications; informational and emotional processing; political knowledge; political attitudes; vote choice; political motives; fear appeals; gender bias; grassroots campaigns

Adam C. Earnheardt, Ph.D., Professor, Chair
Sports media and fandom; media ethics; social media platforms; applications and campaigns; interpersonal and organizational conflict management and negotiation; public speaking and communication pedagogy

Cary Wecht, Ph.D., Professor
Nexus of media use and interpersonal communication; communibiology paradigm; business communication; use of media during 9/11; reality television

English (Professional AND TECHNICAL WRITING)
Diana Awad-Scrocco, Ph.D., Associate Professor
Professional and technical writing; medical rhetoric and communication; composition pedagogy; writing center theory and practice

Julia M. Gergits, Ph.D., Professor
Victorian literature; women’s studies; technical writing; literature and the Other

Jay L. Gordon, Ph.D., Associate Professor
Rhetoric; technical and professional communication; document design; pedagogy of writing

Marketing
Kendra Fowler, Ph.D., Associate Professor
Services marketing; retailing

Bruce Keillor, Ph.D., Professor, Chair
Marketing strategy; firm-level political strategy; cross-cultural marketing

Christina Saenger, Ph.D., Assistant Professor
Consumer behavior; social media; identity; branding

Doori Song, Ph.D., Associate Professor
Advertising effect; consumer motivation; information processing; emerging media

Emre Ulusoy, Ph.D., Associate Professor
Contemporary consumption; consumer sociology

Ying Wang, Ph.D., Associate Professor
Integrated marketing communication; brand communication; international marketing; e-marketing

The Master of Arts in Professional Communication will draw on the coursework and strengths of three concentration areas:
• communication,
• professional writing and editing (in English), and
• marketing.

Students will take courses according to the following plan:

Thesis Option

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>S.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 6900</td>
<td>Introduction to Graduate Study</td>
<td>1</td>
</tr>
<tr>
<td>CMST 6957</td>
<td>Organizational Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>CMST 6980</td>
<td>Applied Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CMST 6990</td>
<td>Measurement and Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 6943</td>
<td>Technical Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 6944</td>
<td>Document Design and Production</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6943</td>
<td>Consumer &amp; Product Management</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 6975</td>
<td>Applied Marketing Strategy</td>
<td>2</td>
</tr>
</tbody>
</table>
Non-Thesis Option

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>S.H.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 6900</td>
<td>Introduction to Graduate Study</td>
<td>1</td>
</tr>
<tr>
<td>CMST 6957</td>
<td>Organizational Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>CMST 6980</td>
<td>Applied Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CMST 6990</td>
<td>Measurement and Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 6943</td>
<td>Technical Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 6944</td>
<td>Document Design and Production</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 6943</td>
<td>Consumer &amp; Product Management</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 6975</td>
<td>Applied Marketing Strategy</td>
<td>2</td>
</tr>
<tr>
<td>MBA 6933</td>
<td>Business Ethics &amp; Social Responsibility</td>
<td>1</td>
</tr>
</tbody>
</table>

Learning Outcomes

1. Understand the communication discipline, our relationship to other disciplines, debates and differences, and your own specialization in the field.
2. Apply, critique, and differentiate between Communication theories, perspectives, principles, concepts, and approaches to studying communication.
3. Engage in Communication scholarship using the research traditions of the discipline with results that contribute to scholarly and professional conversations.
4. Create messages appropriate to the audience, purpose, and context, and reflect on the effectiveness of those messages.
5. Articulate personal beliefs about abilities to accomplish communication goals and evaluate strengths and weaknesses in achieving those goals.
6. Identify, explain, and apply ethical communication principles and practices.

Graduate Courses

CMST 5852 Conflict Management and Negotiation 3 s.h.
An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for mediation and arbitration.
Prereq.: CMST 2600.

CMST 5860 Persuasion and New Media 3 s.h.
Introduction to persuasion theory and application of theory to new communication media.
Prereq.: CMST 2600 and CMST 3700 or graduate status.