Master of Arts in Professional Communication

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:
- demonstrate 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 3.0 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
- Evidence of graduate-level writing and critical thinking skills in the form of any one of the following:
  - a 5 to 10 page individual writing sample,
  - a score of 3.5 or higher on the GRE Analytical Writing assessment, or
  - a score of 155 or higher on the GRE Verbal assessment.

Students who do not meet the requirements for admission to the MA program may be admitted on a provisional basis with a score of 3.5 or higher on the GRE Analytical Writing assessment.

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 metalinguistic development in undergraduate students

Rebecca M. L. Curnalia, Ph.D., 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
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

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, Acting Chair
Marketing strategy; firm-level political strategy; cross-cultural marketing

Christina Saenger, Ph.D., Associate 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., 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 (in the Department of Communication),
- professional writing and editing (in the Department of English), and
- marketing (in the Department of 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>
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</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>
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<td>Measurement and Analysis</td>
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Options (select one)

Marketing Option
### Elective Courses

Select a total of three, 3-credit courses from at least two of the three concentration areas (CMST, ENGL, MKTG)

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<tr>
<td>Marketing Option</td>
<td>MKTG 6943</td>
<td>Consumer &amp; Product Management</td>
<td>3</td>
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<tr>
<td>Professional &amp; Technical Writing Option</td>
<td>MKTG 6975</td>
<td>Applied Marketing Strategy</td>
<td>3</td>
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<tr>
<td>ENGL 6943</td>
<td>Technical Communication</td>
<td>3</td>
<td></td>
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<td>Document Design and Production</td>
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### Capstone (Non-Thesis) Option

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### Total Semester Hours

31

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### Learning Outcomes

1. Understand the communication discipline, our relationship to other disciplines, debates and differences, and our 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.

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### 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.

**CMST 5860 Persuasion and New Media** 3 s.h.
Introduction to persuasion theory and application of theory to new communication media.

**CMST 5869 Theory of Sports and Communication** 3 s.h.
An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.

**CMST 5889 Seminar** 3 s.h.
A cooperative exploration of topics in communication studies. May be repeated up to 6 s.h.

**CMST 5890 Introduction to Graduate Study** 1 s.h.
The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

**CMST 5895 Computer Mediated Communication Research** 3 s.h.
Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling, Design, implementation, and evaluation of CMC.

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### Prerequisites

- CMST 2600 or CMST 6900.
CMST 6991 Communication Problems: Independent Study 3 s.h.
Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

CMST 6994 Capstone 3 s.h.
Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.
Prereq.: Completion of the MA core courses.

CMST 6995 Thesis 1-6 s.h.
Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.
Prereq.: Completion of the MA core courses.