

COMMUNICATION (MA) - CREATIVE SERVICES MANAGEMENT TRACK

Program of Study

Code	Title	Credit Hours
Program Core		9
COMM 6156	Communication Theory	
COMM 6157	Communication Research	
COMM 6116	Communication Ethics	
Program Track		12
COMM 6235	Client Relations	
COMM 6275	Strategic Social Media and Data Analytics	
COMM 6237	Persuasive Content Production	
COMM 6257	Persuasive Content Campaigns	
Select either Thesis/Project Option or Comprehensive Exam Option		9
Thesis/Project Option		
COMM 6765	Graduate Proseminar	
COMM 6967	Thesis or Professional Project Defense	
Select five credit hours from the following		
COMM 6965	Graduate Thesis Research	
or COMM 6965	Graduate Professional Project	
Select one of the following electives:		
COMM 6145	Strategic Communication Campaign Management	
COMM 6135	Strategic Crisis Management	
COMM 5165G	Media Management and Economics	
COMM 6258	Advanced Production 1	
COMM 6259	Advanced Production 2	
COMM 5555G	Special Topics	
Comprehensive Exam Option		
COMM 6766	Comprehensive Review and Exam	
Select two of the following electives:		
COMM 6145	Strategic Communication Campaign Management	
COMM 6135	Strategic Crisis Management	
COMM 5165G	Media Management and Economics	
COMM 6258	Advanced Production 1	
COMM 6259	Advanced Production 2	
COMM 5555G	Special Topics	
Total Credit Hours		30