

# Professional Communication, MA

The Master of Arts in Professional Communication prepares students to work in communication intensive jobs, including social media management, user experience, advertising, public relations, professional writing, human resources, fundraising, event management, general management, training, and consulting, among other things. It fosters basic understanding of communication processes, including:

- Understanding of the major theoretical concepts and practical applications associated with the study of human communication
- The ability to conduct scientific research ethically and effectively, to interpret statistical information, and to assess its practical import for understanding communication in the world.
- Understanding of variables in communication situations, including the number (especially as it impacts interaction), background, interests, and values of participants; language, communication purposes, and contextual factors.
- Understanding of the implications of a multicultural world on appropriate and effective forms of communication.
- Understanding of how to adapt to variable communication situations for informative and persuasive purposes.
- Understanding of special forms of communication such as that related to advertising, public relations, social media, technical writing, and communication technology, among others.
- The ability to effectively produce and critically analyze persuasive messages.

Students in the MA in Professional Communication must complete 33 total hours, including the core requirements and either Plan I (non-thesis) or Plan II (thesis). They may select electives freely or follow one of the suggested emphases below. All students must complete 33 hours, including 18 hours of 600-level coursework (excluding CM 699).

Core (required of all students)

CM 555		
CM 631	ADVANCED COMMUNICATION THEORY	3
CM 633		
CM 670	ADVANCED COMMUNICATION METHODS	3
CM 675	RHETORICAL CRITICISM	3

*Plan I: MA without Thesis*

Choose 18 hours of electives from the list below (including at least 3 hours of 600-level course work, excluding CM 699), which may be freely chosen or may follow one of the suggested emphases identified below

*Plan II: MA with Thesis*

- Choose 12 hours of electives from the list below (including at least 3 hours of 600-level course work excluding CM 699), which may follow one of the suggested emphases identified below
- Six (6) hours of CM 699 Master's Thesis

## Suggested Emphases for Selecting Electives

### Social Media

CM 505

CM 635

CM 540

CM 554 NEW MEDIA WRITING & RHETORIC

### User Experience

CM 552 USER-CENTERED DESIGN

EH 542 USABILITY STUDIES

CM 662 INFORMATION ARCHITECTURE

Approved Elective

### Advertising/Public Relations

CM 505

CM 544 ADVERTISING

CM 520 PUBLIC RELATIONS WRITING

CM 640	
<b>Professional Writing</b>	
EH 554	NEW MEDIA WRITING & RHETORIC
EH 601	ACTION RESCH WRITING STUDIES
Six hours selected from one of the following areas:	
Technical Writing	
EH 501	THRY & PRACTICE TECHNICAL COMM
EH 502	PROBS TECHNICAL EDITING
Media Writing	
CM 505	
EH 554	NEW MEDIA WRITING & RHETORIC
<b>Communication Studies</b>	
CM 521	
CM 509	CONTEMPORARY RHETORICAL THEORY
CM 526	BURKEIAN THEORY & CRITICISM
CM 610	COMMUNICATION PEDAGOGY
<b>Human Resources Management</b>	
MGT 600	ORGAN THRY, BEHAV & ENVIRONMEN
MGT 560	EMPLOYEE STAFFING & DEVELOP
MGT 562	EMPLOYMENT LAW FOR MANAGERS
MGT 561 or MGT 631	STRATEGIC COMPENSATION MGMT HRM & ORGANIZATIONAL BEHAVIOR

*Other Areas of Emphasis*

Students in the MA in Professional Communication program may request to take up to four courses from other graduate programs that cover areas not included here. For example, Alabama A&M University has graduate emphases in *Counseling* and in *Telecommunications* that would be suitable. The Graduate Adviser must approve such courses.

**Electives**

CM 505		
CM 508	CLASSICAL RHETORICAL THEORY	3
CM 509	CONTEMPORARY RHETORICAL THEORY	3
CM 518	LEGAL ARGUMENT	3
CM 520	PUBLIC RELATIONS WRITING	3
CM 521		
CM 526	BURKEIAN THEORY & CRITICISM	3
CM 530	MASS MEDIA IN AMERICA	3
CM 533	DARK SIDE INTERPERSONAL COMM	3
CM 540		
CM 544	ADVERTISING	3
CM 551	ORGANIZATIONAL TRAIN & DEVELOP	3
CM 610	COMMUNICATION PEDAGOGY	3
CM 620		
CM 640		
CM 660		
CM 670	ADVANCED COMMUNICATION METHODS	3
EH 500	COMPOSITION STUDIES TCHRS	3
EH 501	THRY & PRACTICE TECHNICAL COMM	3
EH 502	PROBS TECHNICAL EDITING	3
EH 512	SP STUDIES IN CREATIVE WRITING	3
EH 554	NEW MEDIA WRITING & RHETORIC	3
EH 601	ACTION RESCH WRITING STUDIES	3
EH 602	PRACTICUM/TECHNICAL COMM	3

EH 603	EDITING FOR PUBLICATION	3
MGT 560	EMPLOYEE STAFFING & DEVELOP	3
MGT 561	STRATEGIC COMPENSATION MGMT	3
MGT 562	EMPLOYMENT LAW FOR MANAGERS	3
MGT 600	ORGAN THRY, BEHAV & ENVIRONMEN	3
MGT 631	HRM & ORGANIZATIONAL BEHAVIOR	3