

Professional Communication, MA

The Master of Arts in Professional Communication prepares students to work in communication intensive jobs, including professional speaking, social media management, user experience, advertising, public relations, writing and editing, human resources, fundraising, event management, training, and organizational consulting, among other things. We accept students with a variety of undergraduate degrees and experience.

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 12 hours of 600-level coursework (excluding CM 699). No more than 12 hours of the 33 hours may be taken in a discipline other than CM.

Code	Title	Semester Hours
Core (required of all students)		
CM 631	ADVANCED COMMUNICATION THEORY	3
CM 633	INTERPERSONAL COMMUNICATION	3
CM 655	COMMUNICATION AND CULTURE	3
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, 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, which may follow one of the suggested emphases identified below
- Six (6) hours of CM 699 Master's Thesis

Code	Title	Semester Hours
Suggested Emphases for Electives		
Social Media		
CM 505	ADVANCED MEDIA WRITING	
CM 535	SOCIAL MEDIA	
CM 540	PUBLIC RELATIONS CAMPAIGNS	
CM 554	NEW MEDIA WRITING & RHETORIC	
User Experience		
CM 552	USER-CENTERED DESIGN	
CM 542	USABILITY STUDIES	
CM 662	INFORMATION ARCHITECTURE	
Advertising/Public Relations		
CM 505	ADVANCED MEDIA WRITING	
CM 520	PUBLIC RELATIONS WRITING	
CM 540	PUBLIC RELATIONS CAMPAIGNS	
CM 544	ADVERTISING	
Professional Writing		
EH 601	ACTION RESCH WRITING STUDIES	
EH 603	EDITING FOR PUBLICATION	
Six hours selected from one of the following areas:		
Technical Writing		
EH 501	THRY & PRACTICE TECHNICAL COMM	
EH 649	SPECIAL TOPICS	
Media Writing		
CM 505	ADVANCED MEDIA WRITING	
EH 554	NEW MEDIA WRITING & RHETORIC	
Communication Studies		

CM 509	CONTEMPORARY RHETORICAL THEORY
CM 610	COMMUNICATION PEDAGOGY
Human Resources Management	
MGT 600	ORGAN THRY, BEHAV & ENVIRONMEN
MGT 560	EMPLOYEE STAFFING & DEVELOP
MGT 562	EMPLOYMENT LAW FOR MANAGERS
MGT 561	STRATEGIC COMPENSATION MGMT
or MGT 631	HRM & ORGANIZATIONAL BEHAVIOR
Teaching English as a Second Language*	
EHL 505	SURVEY OF GENERAL LINGUISTICS
EHL 507	ADV ENGLISH GRAMMAR STUDIES
ED 640	DIFD STRGTY RES & TEACH ELL
EHL 610	AP EH LI VI:PRACTICUM TESOL

*To earn your TESOL certificate, contact the TESOL advisor, Dr. Andrea Word-Allbritton (andrea.word@uah.edu)

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, but no more than 12 hours of the 33 hours may be taken in a discipline other than CM..

Code	Title	Semester Hours
Electives		
CM 505	ADVANCED MEDIA WRITING	3
CM 508	CLASSICAL RHETORICAL THEORY	3
CM 509	CONTEMPORARY RHETORICAL THEORY	3
CM 518	LEGAL ARGUMENT	3
CM 520	PUBLIC RELATIONS WRITING	3
CM 530	MASS MEDIA IN AMERICA	3
CM 533	DARK SIDE INTERPERSONAL COMM	3
CM 540	PUBLIC RELATIONS CAMPAIGNS	3
CM 544	ADVERTISING	3
CM 551	ORGANIZATIONAL TRAIN & DEVELOP	3
CM 610	COMMUNICATION PEDAGOGY	3
CM 640	SPECIAL TOPICS	3
EH 500	COMPOSITION STUDIES TCHRS	3
EH 501	THRY & PRACTICE TECHNICAL COMM	3
EH 502	PROBS TECHNICAL EDITING	3
EH 512	SP TOPICS 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