

# Corporate and Organizational Communication, MS

Across all industries and professions, strong written and oral communication skills are essential to success. Whether you are seeking to advance in a communications-related field or get ahead in your current organization, this program seeks to provide the practical knowledge and valuable perspectives you need to communicate across a variety of contexts and situations.

From negotiation and writing to crisis management and public speaking, the Master of Science in Corporate and Organizational Communication degree program examines topics that are critical to effective organizational communication. Incorporating best practices, case studies, and classroom learning, courses within this innovative master's degree in communication address complex communication challenges, seeking to provide you with a distinct advantage in today's competitive marketplace.

## Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

### Required Courses

*Note:* Introduction to Organizational Communication (CMN 6000) is required for students who do not have any professional experience in communication. Students with professional communication experience begin the program with Strategic Communication Management (CMN 6010) and complete an additional elective to satisfy the program credit requirement.

Code	Title	Hours
CMN 6000 and INT 6000	Introduction to Organizational Communication and Writing Lab	4
CMN 6010	Strategic Communication Management	3
CMN 6020	Ethical Issues in Organizational Communication	3
CMN 6910	Organizational Communication Assessment	3
Complete two of the following:		6
CMN 6100	Communication Networks and Managing Information	
CMN 6080	Intercultural Communication	
CMN 6090	Organizational Culture, Climate, and Communication	

### Capstone

Code	Title	Hours
CMN 6940	Projects for Professionals	4

The remaining quarter hours may be completed by a combination of completing a concentration and additional electives or selecting any courses in the concentrations and elective lists.

### Concentrations

- Human Resource Management (p. 2)
- Public and Media Relations (p. 2)
- Leadership (p. 3)
- Project Management (p. 3)
- Sales Management (p. 3)
- Social Media (p. 4)
- Cross-Cultural Communication (p. 4)

### ELECTIVE COURSES

*Note:* Students who take Introduction to Organizational Communication (CMN 6000) are only required to take two courses in this section.

Code	Title	Hours
ALY 6010	Probability Theory and Introductory Statistics	
ALY 6070	Communication and Visualization for Data Analytics	
CMN 6005	Foundations of Professional Communication	
CMN 6025	Digital Era Skills: Platforms, Tools, and Techniques	
CMN 6050	Crisis Communication	

CMN 6060	Negotiation, Mediation, and Facilitation
CMN 6085	Strategies for Cross-Cultural Facilitation and Negotiation
CMN 6095	Foundations of Developing Cultural Awareness
CMN 6096	Cultural Communications Lab
CMN 6110	Group Dynamics and Interpersonal Conflict: Meeting Management
COP 6940	Personal and Career Development
EDU 6184	Interdisciplinary Foundations
INT 6900	International Field Study Experience
LDR 6101	Leadership Challenge Lab
PBR 6001	Communications Technology Lab

## Program Credit/GPA Requirements

45 total quarter hours required

Minimum 3.000 GPA required

### HUMAN RESOURCE MANAGEMENT

Code	Title	Hours
<b>Required Courses</b>		
HRM 6015	Introduction to Human Resources Management <sup>1</sup>	3
HRM 6025	Workforce Analytics	3
HRM 6042	Strategic Workforce Planning	3
<b>Concentration Electives</b>		
Choose from the following:		7
CMN 6096	Cultural Communications Lab	
HRM 6005	Creating a High-Performance Organization: Strategic Organizational and HRM Choices	
HRM 6010	Compensation and Benefits	
HRM 6020	Talent Acquisition and Onboarding	
HRM 6030	The Employment Contract	
HRM 6035	Digital Human Resources Platforms	
HRM 6047	Managing the Employee Life Cycle	
HRM 6050	Employee Engagement	
HRM 6060	Organizational Design	
HRM 6070	Global Human Resources Management	

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This course is required for students who do not have at least two years of professional experience in human resources. Students with two years or more of professional project experience complete an additional concentration elective.

### PUBLIC AND MEDIA RELATIONS

Code	Title	Hours
<b>Required Courses</b>		
PBR 6100	Introduction to Public Relations	3
PBR 6135	Public Relations Strategy and Planning	3
PBR 6710	Public Relations Research: Understanding External Audiences	3
<b>Concentration Electives</b>		
Choose from the following:		7
CMN 6025	Digital Era Skills: Platforms, Tools, and Techniques	
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	
CMN 6050	Crisis Communication	
CMN 6075	Digital Marketing Analytics	
DGM 6290	Social Media and Brand Strategy Implementation	
DGM 6550	Search Engine Optimization: Strategy and Implementation	
PBR 6001	Communications Technology Lab	
PBR 6125	Community Relations and Corporate Social Responsibility	

PBR 6130	Public Relations Content Development
PBR 6140	Advanced Public Relations Content Development

**LEADERSHIP**

Code	Title	Hours
<b>Required Courses</b>		
LDR 6100	Developing Your Leadership Capability	3
LDR 6110	Leading Teams Strategically in a Global Environment	3
LDR 6120	Developing Organizational Success through Leadership Development	3
LDR 6135	Ethical Leadership	3
<b>Concentration Electives</b>		
Choose from the following:		6
CMN 6095	Foundations of Developing Cultural Awareness	
HRM 6050	Employee Engagement	
LDR 6115	Developing Strategic and Authentic Leadership Communication	
LDR 6140	Leadership Strategy, Design, and Practice	
LDR 6145	Developing Sustainable Global Leadership	
LDR 6150	Innovation and Organizational Transformation	

**PROJECT MANAGEMENT**

Code	Title	Hours
<b>Required Courses</b>		
Note: Students with project management experience are not required to take PJM 5900 and complete an additional concentration elective.		
PJM 5900	Foundations of Project Management	4
PJM 6005	Project Scope Management	3
PJM 6015	Project Risk Management	3
PJM 6025	Project Scheduling and Cost Planning	3
<b>Concentration Electives</b>		
Choose from the following:		5
PJM 6125	Project Evaluation and Assessment	
PJM 6135	Project Quality Management	
PJM 6140	Managing Troubled Projects	
PJM 6210	Communication Skills for Project Managers	
PJM 6710	Introduction to Program and Portfolio Management	
PJM 6810	Principles of Agile Project Management	

**SALES MANAGEMENT**

Code	Title	Hours
<b>Required Courses</b>		
LDR 6100	Developing Your Leadership Capability	3
SMT 6010	Building Business Acumen	3
SMT 6020	Managing the Customer Experience	3
SMT 6060	Decision Support and Sales Analytics	3
<b>Elective Courses</b>		
Complete a minimum 6 quarter hours from the following:		
CMN 6040	Consumer Behaviors in the Online Environment	
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	
CMN 6060	Negotiation, Mediation, and Facilitation	
EAI 6020	AI System Technologies	
LDR 6110	Leading Teams Strategically in a Global Environment	
LDR 6135	Ethical Leadership	
PJM 5900	Foundations of Project Management	
PJM 6210	Communication Skills for Project Managers	

PJM 6185	Managing Innovation Projects	
SMT 6983	Special Topics	

**SOCIAL MEDIA**

Code	Title	Hours
<b>Required Course</b>		
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	3
DGM 6285	Interactive Marketing Fundamentals	4
DGM 6290	Social Media and Brand Strategy Implementation	4
<b>Concentration Electives</b>		
Choose from the following:		5
CMN 6040	Consumer Behaviors in the Online Environment	
CMN 6065	Implementation and Management of Social Media Channels and Online Communities	
CMN 6075	Digital Marketing Analytics	
CMN 6096	Cultural Communications Lab	
DGM 6168	Usability and Human Interaction	
DGM 6550	Search Engine Optimization: Strategy and Implementation	
PBR 6001	Communications Technology Lab	

**CROSS-CULTURAL COMMUNICATION**

Code	Title	Hours
<b>Required Courses</b>		
CMN 6085	Strategies for Cross-Cultural Facilitation and Negotiation	3
CMN 6095	Foundations of Developing Cultural Awareness	3
<b>Concentration Electives</b>		
Choose from the following:		10
CMN 6096	Cultural Communications Lab	
GST 6100	Globalization and Global Politics and Economics	
GST 6101	Global Literacy, Culture, and Community	
HRM 6070	Global Human Resources Management	
INT 6900	International Field Study Experience	
ITC 6045	Information Technology Policy, Ethics, and Social Responsibility	
LDR 6145	Developing Sustainable Global Leadership	
PBR 6100	Introduction to Public Relations	