WHY SEEK A MASTER OF ARTS IN COMMUNICATION?

The Master of Arts in Communication will prepare graduates to contribute their knowledge and skills as communication specialists and servant leaders to educational, ministry, community, and professional organizations.

PROGRAM DESCRIPTION

The M.A. in Communication is a 36-credit hour program designed to integrate faith with learning and to equip graduates with academic and professional skills related to the field of communication. The core courses (18 hours) establish a foundation of knowledge in communication theory and practice and provide opportunities for students to improve their communication skills in a variety of contexts. Students have a choice between two 18-hour concentrations.

CONCENTRATIONS

Communication Studies (18 hours) - provides students with in-depth knowledge of traditional and contemporary communication theories, research, analysis, and practices related to communication as a field of study. Students are equipped to teach communication courses at the higher education level and to apply their communication knowledge and skills in a variety of contexts.

Organizational Communication Management (18 hours) - enables students to apply knowledge of communication theories and research to communication practices in organizations. Students are equipped to contribute their knowledge and skills as communication specialists to ethically manage messages for organizations as servant leaders.

“The mission of this new master's degree program is to provide highly skilled experts in the broad field of communication, equipped to lead and serve educational, professional, and religious communities in all avenues of public discourse and engagement.”

JOANNE MORGAN, PROGRAM DIRECTOR
MASTER OF ARTS IN COMMUNICATION

3000 Mountain Creek Pkwy • Dallas, TX 75211 • 214.333.5242 • www.DBU.edu/graduate
DEGREE REQUIREMENTS

REQUIRED CORE CURRICULUM
COMA 6300 Introduction to Graduate Communication Studies (3)
COMA 6301 Advanced Communication Theory (3)
COMA 6303 Digital Media Communication (3)
COMA 6305 Presentation Communication (3) (S-L)
COMA 6307 Communication Leadership for Groups (3)
COMA 6309 Social Media and Communication (3)

COMMUNICATION STUDIES (18 hours)
The Communication Studies Concentration provides students with in-depth knowledge of traditional and contemporary communication theories, research, and practices related to communication as a field of study.

COMA 6310 Rhetoric, Argumentation, and Advocacy (3)
Classical rhetoric, contemporary argumentation theory, and critical thinking are applied to advocacy communication. Students gain practical knowledge in constructing, presenting, and analyzing arguments on questions of fact, value, and policy.

COMA 6311 Relational Communication (3)
Theories and research related to interpersonal communication provide the theoretical basis for this advanced study of verbal and nonverbal communication behaviors related to creating and maintaining effective personal and professional relationships.

COMA 6312 Advanced Persuasive Communication (3)
Theories, research, and practices related to interpersonal, group, and public persuasion form the foundation for this study of influence messages. Topics include: propaganda techniques, analysis of advertising techniques, social influence, and analysis of political communication.

COMA 6313 Advanced Nonverbal Communication (3)
Concentrates on the study and application of nonverbal communication. Theories and approaches related to the interpretation and social impact of nonverbal communication on interpersonal relationships and organizations are emphasized. Topics include: nonverbal functions, research methods, and practice in observational studies.

COMA 6314 Intercultural Theory and Research (3)
Analysis of cultural influences on human communication. Emphasis on cultural values, norms, perception, and impact on verbal messages and nonverbal codes. Theory and research related to global intercultural communication provide the foundation for this study.

Choose one of the following:
COMA 6315 Communication Studies Graduate Internship (3)
Students work in an approved, professional-level communication position, meeting regularly with internship supervisor from department. Requires paper, journal, minimum of 180 hours. Students usually enroll in internships at end of program of study.

COMA 6316 Communication Studies Graduate Research Project (3)
Individual students work with their advisor on a research project related to their field of study in communication. Students are expected to meet regularly with their advisor. Requirements will be determined by the advisor. Students usually enroll in a research project course at the end of the program of study.

ORGANIZATIONAL COMMUNICATION MANAGEMENT (18 hours)
The Organizational Communication Management Concentration enables students to apply knowledge of communication theories and research to communication practices in organizations.

COMA 6320 Organizational Communication (3)
Theories and practices related to communication in a variety of private, public, and business organizations are presented. Topics include: the impact of organizational structure on internal and external communication, culture, identity and image, message management, and ethical implications.

COMA 6321 Strategic Communication for Organizations (3)
Theory and practices related to public relations provide the foundation for this study. Students are introduced to an integrated approach to creating and managing strategic internal and external messages for organizations. Topics include: ethics, change messages, risk assessment, preparation of a crisis plan, and use of appropriate media to communicate an organization’s message.

COMA 6322 Communication Campaigns (3)
Theories and practices related to verbal and visual persuasive messages are examined to provide a theoretical foundation for this study of communication techniques used by organizations to create persuasive campaigns. Opportunities to evaluate current campaigns and to develop effective persuasive campaigns will enable students to gain practical experience.

COMA 6323 Communication Consulting (3)
Examines the role of the communication consultant in planning, managing, and assessing organizational communication. Research and evaluation of communication strategies employed in organizations provides students with the practical knowledge for conducting communication audits in organizations.

COMA 6324 Communication for Global Organizations (3)
Theories of intercultural and organizational communication are related to communication practices for global organizations. Topics include: organizational culture, nonverbal communication, communicator credibility, approaches to conflict, impact on advertising, and presenting messages.

Choose one of the following:
COMA 6325 Organizational Communication Management Graduate Internship (3)
Students work in an approved, professional-level communication position, meeting regularly with internship supervisor from department. Requires paper, journal, minimum of 180 hours. Students usually enroll in internships at end of program of study.

COMA 6326 Organizational Communication Management Graduate Research Project (3)
Individual students work with their advisor on a research project related to their field of study in communication. Students are expected to meet regularly with an advisor from the department. Requirements will be determined by the advisor.