

**100% ONLINE**

# MASTER OF SCIENCE IN COMMUNICATION

## PLAN OF STUDY

The online degree consists of 30 credits over 10 courses that can be completed in just 12-20 months.

Students who wish to customize a learning track to meet their career goals with the MS in Communication take 3 core courses and choose 7 electives. If you opt to study a concentration, you'll take 3 core courses, 3 concentration courses, and select 4 electives. Courses cannot be counted twice.

If you do not select a concentration, the degree plan of study is as below:

<i>PLAN OF STUDY BY AREA</i>	<i>CREDITS</i>
<i>CORE</i>	<i>9</i>
<i>ELECTIVES</i>	<i>21</i>
<i>GRAND TOTAL</i>	<i>30</i>

If you select a concentration, the degree plan of study is as below:

<i>PLAN OF STUDY BY AREA</i>	<i>CREDITS</i>
<i>CORE</i>	<i>9</i>
<i>ELECTIVES</i>	<i>12</i>
<i>CONCENTRATION (PICK ONE)</i>	<i>9</i>
<i>GRAND TOTAL</i>	<i>30</i>



## CONCENTRATION OPTIONS

- Strategic Communication and Public Relations
- Integrated Communication and Advertising
- Healthcare Communication
- Communication and Leadership



**PURDUE  
UNIVERSITY**

Brian Lamb School  
of Communication

## CORE COURSES

### ***Seminar in Strategic Communication (COM 6011)***

This course surveys the theories and processes of strategic communication and its practice by business, government, politicians and nonprofits — in domestic and international arenas. It also emphasizes the application of theory to provide an in-depth understanding of planning, executing and evaluating strategic communication plans.

### ***Seminar in Communication Research Methods (COM 6041)***

This course serves as the methodological foundation of strategic communication. Students in this class survey core research methods (qualitative and quantitative) in professional and applied settings.

### ***Strategic Communications and Ethics (COM 6101)***

This course introduces the application of ethical principles and decision making. Students study both philosophical and practical ethical questions related to strategic communication.

## ELECTIVE COURSES

### ***Seminar in Global Strategic Communication (COM 6021)***

This course provides students with a global perspective in strategic communication issues with international audiences. The class emphasizes such questions as how strategic communication plans can be successfully implemented in other countries and how plans can be measured and evaluated.

### ***Seminar in Crisis Communication (COM 6031)***

This course focuses on how to communicate in a time of crisis in order to manage threats to organizational identity, reputation or financial security.

### ***Strategic Communication and Professional Writing (COM 6051)***

This graduate course covers topics related to professional writing and strategic communication. Topics include grammar basics, audience considerations, credibility and ethics, and documentation style. In addition, writing is discussed in a variety of contexts such as media, public relations, advertising business communication.

### ***Strategic Communication and Fundraising (COM 6071)***

This course looks at approaches for designing fundraising campaigns. It will review major theoretical approaches related to fundraising, overview best practices in fundraising management, discuss implications for message design and mediums when creating fundraising campaigns, primarily in the nonprofit sector.

### ***Leadership and Global Strategic Communication (COM 6081)***

This course provides students with theoretical background in leadership and global strategic communication, as well as the opportunity to apply what they learn to strategic communication cases and their own professional experiences. It also encourages them to handle leadership challenges and articulate theoretically-informed analyses and evaluations of leadership in action.

### ***Strategic Public Relations (COM 6091)***

Strategic communication is composed of integrated marketing communications (IMC), advertising, and public relations. As such, it builds on the general strategic communications course by providing an in-depth understanding of public relations. Specifically, the class will cover public relations theories, ethics, concepts, principles, and applications.

### ***Strategic Communication and Social Media (COM 6211)***

This course provides an overview of social media and its relationship to strategic communication. Students will learn about the available forms of social media (e.g., Blogs, Social Networks and Wikis) and they can help build and manage relationships with stakeholders. Students also analyze social media metrics as a framework for evaluating the effectiveness of social media strategies as tools for developing corporate, nonprofit, and governmental images and brands.

### ***Organizational Culture and Internal Communication (COM 65100)***

The modern workplace had transformed well before a global pandemic magnified the paradigm shift already under way. In the U.S. alone, both consumers and the first five-generation workforce began to demand more from brand statements and value propositions. Those demands include genuine commitment to inclusion and diversity internally and corporate social responsibility externally. This course highlights the vital role professional communicators have in conveying brand and value statements that emanate from the organization's cultural core and carry forward to the consumer universe.

### ***Seminar in Advertising (COM 64011)***

This course provides an overview of the strategic planning process for advertising including identifying the target audience, determining a positioning strategy and developing a communication media strategy. The course will provide information on theory and best practices that inform the planning and implementation process for successful advertising campaigns.

### ***Introduction to Integrated Marketing Communication (COM 64100)***

Developing cohesive and integrated external and internal communication initiatives across traditional and social media channels is becoming increasingly important for strategic communication professionals. Traditionally, Public Relations, Marketing, and Advertising/Promotion have had separate functions; increasingly the role of strategic communication practitioners is to ensure the consistency of the brand story and message across all channels of communication.

### ***Persuasive Communication (COM 64200)***

This course focuses on the creation of persuasive messages in a variety of contexts from interpersonal to mass media. Specifically, students will review several of the prominent persuasion theories and models and examine the message, audience, and situational characteristics that influence the success of persuasive efforts.

### ***Strategic Personal Branding (COM 64400)***

This graduate course will examine the theories and processes of personal brand development and self-marketing. An emphasis will be placed on experiential learning, self-awareness, image and perceptual management, career development, self-promotion, brainstorming, and effective communication.

### ***Strategic Corporate Branding (COM 64600)***

This graduate course will survey the theories and processes of business brand design, development, and implementation. The course will examine best practices, trends, and creative strategies used in contemporary business branding. An emphasis will be placed on experiential learning, case study analysis, and the application of relevant theory to provide an in-depth understanding of the development, planning, execution, and evaluation of business brands.

### ***Communication and Leadership (COM 65000)***

Communication is the essence of leadership, and this course aims to identify how communication can fuel productivity, drive consensus and push the organization to a leadership position within a market.

### ***Healthcare Communication (COM 64500)***

The healthcare environment is increasingly complex, and poses many challenges for communication professionals seeking to improve communication with key health industry stakeholders, including patients, providers, payers, government agencies, and others.

## CONCENTRATIONS

### **Strategic Communications/Public Relations**

Take all three courses if you select this concentration.

### ***Seminar in Global Strategic Communication (COM 60211)***

This course provides students with a global perspective in strategic communication issues with international audiences. The class emphasizes such questions as how strategic communication plans can be successfully implemented in other countries and how plans can be measured and evaluated.

### ***Seminar in Crisis Communication (COM 60311)***

This course focuses on how to communicate in a time of crisis in order to manage threats to organizational identity, reputation or financial security.

### ***Strategic Public Relations (COM 60911)***

Strategic communication is composed of integrated marketing communications (IMC), advertising, and public relations. As such, it builds on the general strategic communications course by providing an in-depth understanding of public relations. Specifically, the class will cover public relations theories, ethics, concepts, principles, and applications.

### **Integrated Communication and Advertising**

Take COM 64011 and COM 64100 and choose a third course.

### ***Seminar in Advertising (COM 64011)***

This course provides an overview of the strategic planning process for advertising including identifying the target audience, determining a positioning strategy and developing a communication media strategy. The course will provide information on theory and best practices that inform the planning and implementation process for successful advertising campaigns.

### ***Introduction to Integrated Marketing Communication (COM 64100)***

Developing cohesive and integrated external and internal communication initiatives across traditional and social media channels is becoming increasingly important for strategic communication professionals. Traditionally, Public Relations, Marketing, and Advertising/Promotion have had separate functions; increasingly the role of strategic communication practitioners is to ensure the consistency of the brand story and message across all channels of communication.

### ***Strategic Communication and Social Media (COM 62111)***

This course provides an overview of social media and its relationship to strategic communication. Students will learn about the available forms of social media (e.g., Blogs, Social Networks and Wikis) and they can help build and manage relationships with stakeholders. Students also analyze social media metrics as a framework for evaluating the effectiveness of social media strategies as tools for developing corporate, nonprofit, and governmental images and brands.

### ***Persuasive Communication (COM 64200)***

This course focuses on the creation of persuasive messages in a variety of contexts from interpersonal to mass media. Specifically, students will review several of the prominent persuasion theories and models and examine the message, audience, and situational characteristics that influence the success of persuasive efforts.

### **Healthcare Communication**

Take COM 65500 and COM 64500 and choose a third course.

### ***Health Advocacy (COM 65500)***

This course considers how federal, state, and local policy influence health status and health improvement. Through this course, students gain an understanding of the role of health communication campaigns in health advocacy efforts. To engage their understanding, students will apply an advocacy campaign model to address a relevant health issue.

### ***Healthcare Communication (COM 64500)***

The healthcare environment is increasingly complex and poses many challenges for communication professionals seeking to improve communication with key health industry stakeholders, including patients, providers, payers, government agencies, and others.

### ***Public Health Administration (PUBH 60400)***

An introduction to the principles of management as applied to public health organizations, particularly local health departments. Topics include the organization of the U.S. public health system, legal and ethical obligations of public health administrators, the public health workforce and human resource issues, public health budgeting and finance, and leadership in the public health agency. The course is designed to introduce master's level students in public health to the management skills necessary to successfully implement a public health program.

### ***Theoretical Foundations of Health Behavior (PUBH 60200)***

Coursework examines the theoretical foundations of health behavior. Students explore the development of a conceptual framework for understanding and facilitating behavior enhancement, elimination and/or maintenance in health promotion and education. Topics include current theories regarding health-related behaviors.



### ***Design and Analysis of Public Health Interventions (PUBH 60600)***

This course addresses professional competencies in design, implementation, evaluation and diffusion of health interventions in community settings. Program planning paradigms, determinants of health behavior and behavior change strategies serve as a basis for analyzing health interventions.

### ***Fundamentals of Epidemiology (HSCI 54700)***

This course is an introduction to epidemiology, the study of the patterns, causes, and impact of disease in populations. Epidemiology comprises an important part of public health and medical surveillance and research, and is a key tool for health policy development. This course will discuss the basic principles and methods of epidemiology, including measurements of disease occurrence and association, study designs, and determination of causality. Contemporary examples will be used to illustrate the application of these concepts.

## **Communication and Leadership**

Take COM 60811 and COM 65000 and choose a third course.

### ***Leadership and Global Strategic Communication (COM 60811)***

This course provides students with theoretical background in leadership and global strategic communication, as well as the opportunity to apply what they learn to strategic communication cases and their own professional experiences. It also encourages them to handle leadership challenges and articulate theoretically-informed analyses and evaluations of leadership in action.

### ***Public Health Administration (PUBH 60400)***

An introduction to the principles of management as applied to public health organizations, particularly local health departments. Topics include the organization of the U.S. public health system, legal and ethical obligations of public health administrators, the public health workforce and human resource issues, public health budgeting and finance, and leadership in the public health agency. The course is designed to introduce management skills necessary to successfully implement a public health program.

### ***Communication and Leadership (COM 65000)***

Communication is the essence of leadership, and this course aims to identify how communication can fuel productivity, drive consensus and push the organization to a leadership position within a market.

Organizational Culture and Internal Communication

### ***Organizational Culture and Internal Communication (COM 65100)***

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### ***Fundamentals of Collaborative Leadership and Agile Strategy (ENGT 50700)***

Acquire foundational skills in collaborative leadership and agile strategy. The course brings together theories and insights from a variety of disciplines including engineering, management, psychology and social science. Increasingly, manufacturing management is being called upon to apply their technical skills in collaborative environments that cut across organizational units and inter-organizational boundaries.

### ***Leadership in Hospitality and Tourism (HTM 51200)***

Focus on the knowledge and skills required for effective leadership. Topics will draw upon an extensive body of research on leadership theory and practice and cover organizational behavior and team dynamics, business communication, decision making, motivation, and change management. In addition to specific skill development in the areas of problem-solving, written and oral communications, leading teams, and goal setting, it will include models for examining personal career paths, ethical decision-making, and the role of organizational change-agents.

NOTE: All course materials are subject to change.



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