

Graduate Studies College of Arts and Sciences

www.jcu.edu/graduate



COMMUNICATIONS MANAGEMENT Master of Arts

Program Overview

The Master of Arts in Communications Management program prepares students for leadership roles in a wide variety of communications/audience-related fields, ranging from public relations and marketing to nonprofit administration and mass media management. The program offers four avenues: health communication, public relations management, media management, and theater management. The sequence begins with a group of graduate-level communications courses, combined with selected courses from the MBA program.

Mission and Goals

We serve a student community that ranges from the newly graduated to those with considerable work experience who may be seeking to enhance their potential or, in some cases, make a career change. We are conscious of the needs of the part-time student while accommodating those who wish to take a full-time program. Regular academic year courses are offered one night per week starting at 6:30 p.m.

We seek to prepare students to be capable leaders in a wide variety of communications fields. We endeavor to ensure that students have a clear understanding of the ethical, legal, and practical challenges and approaches involved in leading a department, a division, or an organization.

Program Requirements

The Master of Arts in Communications Management requires 33 hours of graduate credit. Students may select either a thesis (6 hours) or a project (3 hours). All students take a final comprehensive examination. A few of the required courses have prerequisites that can add to the total, if similar courses have not been taken in the undergraduate years. These include statistics and organizational behavior.

Admission Requirements

- Fifteen hours of communications courses including a course in public relations, mass media production or theater arts. Work experience is considered in fulfilling this requirement.
- A 3.0 grade point average (GPA) is expected for full admission. Applicants with slightly lower GPAs may be given conditional acceptance if they have shown grade improvement over the course of their undergraduate program.
- Acceptable completion of the Graduate Record Examination (GRE) is required. No absolute minimum is set. Conditional acceptance may be granted in marginal cases.
- Two letters of recommendation which may be from former professors, work supervisors, pastors or other qualified individuals who are familiar with the applicant's ability and character.
- Written statement of personal goals and plans regarding the program. Applicants must participate in an interview process that will include a writing sample composed in response to a provided written prompt, and both a group and a personal interview. The applicant's interview will be evaluated by the admission committee.

Program Coordinator

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Plan A

33 hours (27 hours plus 6 hours thesis and a comprehensive exam)

Communication Courses (18 hours*)

- CO 510 Research Methods**
- CO 520 Ethics and Media**
- CO 530 Seminar in Communication Law and Policy
- CO 550 Development of Communication Theory
- CO 599 Thesis: 6 hours approved

MBA Courses (9 hours*)

- MK 521 Marketing
- MN 550 Management Skills
- MN 588 Strategic Human Resource Management

Plus one of the following three sequences (6 hours)

Public Relations Sequence

- CO 515 Media Strategy
- CO 585 Seminar in Public Relations and Media Management

Media Management Sequence

- CO 525 Advanced Media Production
- CO 580 Seminar in Electronic Media Management

Theater Sequence

- CO 535 Seminar in Advanced Pre-Production and Performing Arts Direction
- CO 575 Live Theater and Performance Arts Venue Management

* Course may have prerequisites

** CO510 and CO520 should be taken in the first year of the program

Health Communication Track

This track helps students prepare for, and advance in, careers in a variety of health settings, including health care marketing and public relations, health research, health care administration, wellness promotions and coordination, health journalism, and health policy. For track requirements, visit jcu.edu/graduate or refer to the Health Communication information sheet.

Plan B

33 hours (30 hours plus 3 hours for a research essay or creative project, and a comprehensive exam)

Communication Courses (15 hours*)

- CO 510 Research Methods**
- CO 520 Ethics and Media**
- CO 530 Seminar in Communication Law and Policy
- CO 550 Development of Communication Theory
- CO 598 Individual Project in Communications Management

MBA Courses (12 hours*)

- MK 521 Marketing
- MN 531 Organizational Behavior
- MN 550 Management Skills
- MN 588 Strategic Human Resource Management

Plus one of the following three sequences (6 hours)

Public Relations Sequence

- CO 515 Media Strategy
- CO 585 Seminar in Public Relations and Media Management

Media Management Sequence

- CO 525 Advanced Media Production
- CO 580 Seminar in Electronic Media Management

Theater Sequence

- CO 535 Seminar in Advanced Pre-Production and Performing Arts Direction
- CO 575 Live Theater and Performance Arts Venue Management

Financial Assistance

- A limited number of graduate assistantships are available. Graduate assistants are given a tuition waiver for 15-18 credit hours per year plus a stipend. Students are expected to spend at least 20 hours per week working for the department.
- The University's Office of Admissions and Financial Aid offers assistance on student loans.

Faculty

COMMUNICATIONS

Mary Beadle, Ph.D.
(Kent State University)
Media Ethics

Douglas Bruce, Ph.D.
(University of Iowa)
Research Methods, Communications Theory

Jennifer Allen Catellier, Ph.D.
(University at Buffalo)
Health Communication, Media Management

Karen Gygli, Ph.D.
(Bowling Green State University)
Performance Management

Keith Nagy, MFA
(Ohio University)
Venue Management

Alan Stephenson, Ph.D.
(Ohio State University)
Media Management

BUSINESS

Nathan Hartman, Ph.D.
Organizational Behavior, Human Resource Management

Rosanna Miguel, Ph.D.
Organizational Behavior, Human Resource Management, Leadership

Scott Allen, Ph.D.
Management, Marketing, and Logistics