

APPLIED COMMUNICATION CONCENTRATION, COMMUNICATION & MEDIA (MA)

The Applied Communication concentration offers students insights into practices that can make them more effective communicators, decision-makers and leaders in relational, professional and community settings. Armed with the latest applied communication theory and research, students will learn how to critically analyze key challenges and opportunities for personal growth in interpersonal and organizational contexts, identify areas for change and development, and apply effective communication strategies that advance just and equitable outcomes.

Our interdisciplinary graduate seminars investigate current applied communication topics through various perspectives, including communication and technology, work/life communication and wellness, inter-organizational collaboration for social impact, diversity and leadership, and campaigns for social change.

This concentration will be of interest to those seeking to further their careers in fields such as human relations, marketing and communications, community engagement, internal and policy communications, or to prepare for a PhD program in communication related fields.

Course Requirements

The MA in Communication and Media with a concentration in Applied Communication requires a total of 12 courses, 48 credit hours, for completion. Students must complete the following requirements:

- Three core courses
- One methods course
- Four Applied Communication electives
- One Media and Popular Culture elective
- Three graduate level electives

Applied Communication Concentration Core Courses

Course	Title	Quarter Hours
Students must take the following core courses:		
CMNS 500	FOUNDATIONS IN GRADUATE COMMUNICATION STUDIES	4
CMNS 510	APPLIED COMMUNICATION: THEORIES AND CASES	4
MPOP 502	MEDIA AND CULTURAL STUDIES	4

Applied Communication Concentration Methods Requirement

Course	Title	Quarter Hours
CMNS 581 or CMNS 582	QUALITATIVE RESEARCH METHODS QUANTITATIVE RESEARCH METHODS	4

Applied Communication Concentration Elective Courses

Students must take a minimum of 4 Applied Communication electives (16 credit hours). Topics courses can be taken multiple times for credit as long as the specific topic differs each time.

Course	Title	Quarter Hours
Select four Applied Communication electives:		16
CMNS 512	TOPICS IN APPLIED COMMUNICATION	
CMNS 530	INSTRUCTIONAL DEVELOPMENT	
CMNS 541	ORGANIZATIONAL COMMUNICATION AND CULTURE	
CMNS 545	COMMUNICATION AND TECHNOLOGY	
CMNS 548	TEAMS, DIVERSITY AND LEADERSHIP	
CMNS 551	COLLABORATION FOR SOCIAL IMPACT	
CMNS 573	WORK/LIFE COMMUNICATION AND WELLNESS	
CMNS 580	DATA-DRIVEN DECISION MAKING IN COMMUNICATION	
PRAD 594	COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE	

Media and Popular Culture Elective

Students in the Applied Communication concentration must take a minimum of 1 Media and Popular Culture elective (4 credits).

Course	Title	Quarter Hours
Students must take 1 Media and Popular Culture elective:		4
MPOP 501	FILM AND MEDIA THEORY	
MPOP 505	DIVERSITY AND INCLUSION IN MEDIA	
MPOP 506	MEDIA LITERACY	
MPOP 520	TOPICS IN MEDIA STUDIES	
MPOP 523	TOPICS IN GLOBAL FILM & MEDIA	
MPOP 530	NEW MEDIA AND CULTURE	
MPOP 541	AUDIO DOCUMENTARY	
MPOP 542	TOPICS IN PRODUCTION	
MPOP 550	FANDOM AND ACTIVE AUDIENCES	
MPOP 575	DIGITAL MEDIA ETHICS	

General Electives

Students in the Applied Communication Concentration must take a minimum of 3 general electives (12 credits). These electives can come from any of the Media and Popular Culture concentration electives, any of the Applied Communication concentration electives, and up to 2 electives can be an outside elective from a graduate program outside of Communication and Media. Outside electives must be approved by advisor or graduate program director.

Course	Title	Quarter Hours
Students in the Applied Communication Concentration must take 3 general electives.		12
MPOP 501	FILM AND MEDIA THEORY	
MPOP 505	DIVERSITY AND INCLUSION IN MEDIA	
MPOP 506	MEDIA LITERACY	
MPOP 520	TOPICS IN MEDIA STUDIES	

MPOP 523	TOPICS IN GLOBAL FILM & MEDIA
MPOP 530	NEW MEDIA AND CULTURE
MPOP 541	AUDIO DOCUMENTARY
MPOP 542	TOPICS IN PRODUCTION
MPOP 550	FANDOM AND ACTIVE AUDIENCES
MPOP 575	DIGITAL MEDIA ETHICS
CMNS 512	TOPICS IN APPLIED COMMUNICATION
CMNS 530	INSTRUCTIONAL DEVELOPMENT
CMNS 541	ORGANIZATIONAL COMMUNICATION AND CULTURE
CMNS 545	COMMUNICATION AND TECHNOLOGY
CMNS 548	TEAMS, DIVERSITY AND LEADERSHIP
CMNS 551	COLLABORATION FOR SOCIAL IMPACT
CMNS 573	WORK/LIFE COMMUNICATION AND WELLNESS
CMNS 580	DATA-DRIVEN DECISION MAKING IN COMMUNICATION
PRAD 594	COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE