

# MASTER OF ARTS-COMMUNICATION

*Communication* is the transmission of impressions, ideas, and information from one human to another. It may take place directly through live interaction, or indirectly through writing, telecommunications, or computer-mediated technology. It remains the skill set most in demand by employers in business and industry nationwide.

While many graduate programs focus narrowly on a single approach to communication or media studies, graduate and professional students today need integrated programs of study offering multiple frameworks of analysis and a comprehensive range of critical, research, experiential, and practical skills. 21st Century workplaces require generalists to adapt rapidly to new environments and technologies.

Texas has the fifth-highest employment level of media and communication workers in the country, contains the sixth most concentrated metropolitan area by employment level in this field, and pays these professionals the seventh-highest annual mean wage of all states nationwide.

As far as possible without diluting the quality and rigor of a graduate communication program, course delivery will vary among face-to-face, Web-based, and hybrid seminars, along with internships or service learning.

## Communication Jobs and Careers

- Advertising
- Consulting
- Community Affairs
- Communication Education
- Corporate Communications
- Events Management
- Journalism
- Lobbying
- Marketing Research
- Media Relations
- Public Affairs
- Public Relations
- Publishing
- Social Marketing

(and many more)

## Interested?

Please contact the Communication program faculty: **Dr. Kevin Ells** at (903) 223-3040 or kevin.ells@tamut.edu or the Graduate Studies Office at graduate.studies@tamut.edu.

## Degree Requirements

The **M.A. in Communication** at A&M-Texarkana focuses on the social science research tradition in [Communication Studies](#), including the theory and practice of [Emerging Media](#) (social networking and computer-mediated communication). The program will offer graduate students a comprehensive conceptual framework and skill set for proficient work in a wide range of rapidly-changing communication professions.

All graduates will earn six semester credit hours (SCH) of foundation course work in theory and research methods and at least 18 SCH in Communication overall. The M.A. in Communication will offer a completion option of either a thesis or a comprehensive examination. Thesis students will complete 24 SCH in coursework and 6 SCH for the Thesis. Non-thesis students will complete 30 SCH in coursework followed by a set of comprehensive exams.

Code	Title	Hours
<b>CORE REQUIREMENTS</b>		
COMM 500	Theories of Communication	3
COMM 501	Communication Research Methods	3
<b>Prescribed Communication Electives</b>		
COMM 512	Interpersonal Communication	<b>12-18</b>
COMM 520	Organizational Communication	
COMM 525	Intercultural Communication	
COMM 530	Instructional Communication	
COMM 535	Strategic Communication	

COMM 540	Conflict Management	
COMM 545	Computer-Mediated Communication	
COMM 547	Environmental Communication	
COMM 548	Semiotics and Society	
COMM 550	Emerging Media Theory	
COMM 555	Media and Cultural Criticism	
COMM 560	Legal and Ethical Issues in Emerging Media	
COMM 565	Digital Applications in Emerging Media	
COMM 570	Emerging Media Production	
COMM 597	Special Topics in Communication	
<b>Option: Thesis OR Extra Communication courses plus comprehensive exam</b>		<b>6</b>
<b>Approved Electives</b>		<b>0-6</b>
<b>Total Hours</b>		<b>30</b>

This curriculum was designed to support mastery of the program learning outcomes. Faculty have determined the following four Program Learning Outcomes (PLOs) will address job expectations and reflect anticipated workforce needs for the proposed degree.

Graduates will be able to:

1. Evaluate theoretical approaches to producing effective communication to meet specific professional requirements.
2. Conduct relevant research according to professional standards.
3. Apply effective communication strategies to the resolution of interpersonal communication challenges in organizational settings.
4. Demonstrate effective strategies to meet professional requirements using mediated communication.

**Note:** The university will not count grades lower than "C" toward a graduate degree, but the university will use those grades to calculate the GPA. The university considers a course with a grade of "D" or "F" completed, and the GPA will reflect those grades.