The Master of Science (M.S.) Degree in Communication offers advanced-level practitioner-oriented study in two emphases areas: Corporate Communication and Mass Communication. Both emphases areas provide an advanced understanding of how communication effectiveness may be enhanced in a wide variety of contexts.

Students who choose the Corporate Communication emphasis typically have professional goals in business and industry, in corporate training and development or in communicating with various publics. Students who choose the Mass Communication emphasis typically have professional goals in broadcasting and electronic media, journalism, advertising, or mediated persuasion.

The curriculum provides a broad overview of communication as a field of academic endeavor. It also incorporates an advanced understanding of communication theory as it relates to message dissemination at the interpersonal, group, organizational, public or mass societal levels. The curriculum also incorporates course work in which students learn to collect, analyze and interpret data pertinent to a wide variety of communication-oriented applications. Specific topic seminars are offered for each emphasis.

**Program Coordinator:**

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**Department Secretary:**

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**Additional Admission Requirements:**

In addition to the application form, candidates must include a written statement of goals outlining their reasons for selecting a program of study in Communication. Two letters of
recommendation also must accompany the application. These letters should come from
individuals in a position to judge the applicant’s potential for graduate learning.

Students whose undergraduate academic performance would place them in a probationary
entry status are encouraged to enroll as Noncandidates for Degree (NCFD) and to register
for at most nine credits of graduate course work in Communication (not to include 700
level courses). Entry into the Communication Degree program in good standing then may
be possible with an NCFD grade point average of 3.00 (B) or higher.

Students admitted to the degree program must demonstrate an appropriate background
through undergraduate course work or professional experience. Students found to lack
preparation for advanced level course work will be required to complete undergraduate
foundation course work as follows:

A. For both emphases, undergraduate course work in communication theory and in
communication research methods, or their equivalents, is required.

B. For students in the Corporate Communication emphasis who wish to concentrate on
Corporate Communication, course work equivalent to Speech 327, Introduction to
Organizational Communication, is required.

C. For students in the Mass Communication emphasis, course work equivalent to either
Communication 131, Introduction to Mass Communication, or to Communication 232,
Foundations of Broadcasting and Electronic Media, is required.

Foundation coursework may not be taken for graduate credit.

**Degree Requirements:**

**Thirty credits of course work plus one of the following:**

1. an approved thesis and an oral defense, or
2. a written comprehensive examination and an oral defense (Note: This option is
   unavailable during Summer and Winterim terms.)

For students choosing the thesis option, 1-3 credits of Thesis Research 799 may count
toward the 30 required credits.

Students pursuing the thesis option are encouraged to create and complete a research
prospectus by enrolling in Individual Study 798, prior to enrolling in Thesis Research
799, for 1-3 credits.

At least half of the degree course work in the degree program, and at least half the course
work in the emphasis chosen, must be completed in courses numbered 700 or higher.
The program is designed to take four academic-year semesters (not including summer terms) if you are participating in the program in a full-time basis.

**COMMUNICATION (M.S.)**

**PROFESSIONAL CORE - 18-21 CREDITS**

1. SPEECH-701  
   INTRODUCTION TO COMMUNICATION STUDIES
2. SPEECH-722  
   ISSUES IN HUMAN COMMUNICATION THEORY
3. SPEECH-785  
   METHODS OF COMMUNICATION RESEARCH
4. ELECTIVES 9-12 CREDITS OF COMMUNICATION COURSES SELECTED IN CONSULTATION WITH AN ADVISER

**EMPHASIS - 9-12 CREDITS**

CHOOSE ONE OF THE FOLLOWING EMPHASES:

**A. CORPORATE COMMUNICATION EMPHASIS (9 CREDITS)**

1. SPEECH-702  
   SEMINAR IN APPLIED PUBLIC COMMUNICATION (TOPICS VARY; MAY BE REPEATED)
2. SPEECH-703  
   SEMINAR IN CORPORATE COMMUNICATION (TOPICS VARY; MAY BE REPEATED)
3. ONE OF:  
   SPEECH-627  
   COMMUNICATION TRAINING IN ORGANIZATIONS  
   SPEECH-629  
   ORGANIZATIONAL COMMUNICATION NEEDS ANALYSIS

**B. MASS COMMUNICATION EMPHASIS**

1. JOURNLSM-794  
   SEMINAR (TOPICS VARY; MAY BE REPEATED)
2. SPEECH-731  
   EFFECTS OF MASS COMMUNICATION
3. TWO OF:  
   SPEECH-694  
   SEMINAR  
   JOURNLSM-620  
   LAW OF MASS COMMUNICATION
JOURNALSM-630
COMMUNICATION AND PUBLIC OPINION
JOURNALSM-505
HISTORY OF MASS COMMUNICATION
JOURNALSM - 640
NEW COMMUNICATION TECHNOLOGY