

# MASTER OF ARTS IN PROFESSIONAL COMMUNICATION

**Program Director**  
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## Program Description

The Master of Arts degree in Professional Communication is designed for professionals in any organizational setting who wish to develop advanced communication knowledge and skills, as an end in itself or as preparation for a doctoral degree. In profit and non-profit, academic or non-academic settings, the program learning outcomes will be beneficial to anyone, but especially to managers and administrators.

Graduates will:

- demonstrate how theory guides practice in professional communication;
- write effectively for multiple audiences using current technologies;
- develop strategies for effective organizational marketing;
- acquire advanced analytical and research skills appropriate to organizations;
- gain effectiveness in face-to-face and computer mediated interpersonal relationships; and
- appreciate ethical communication choices necessary for today's professionals.

## Admission Requirements

In addition to the College of Graduate Studies admission requirements, to be admitted to the MA program, students must submit the following information for consideration.

- A current resume outlining academic and professional experience
- A letter of interest explaining how the candidate's academic and/or professional experience and goals align with the MA program
- Official transcript(s) documenting a minimum cumulative GPA of 3.0 on a 4.0 scale. The applicant must send one transcript from each college or university attended, except YSU, to Graduate Admissions in Coffelt Hall.
- Three completed recommendation forms
- Evidence of graduate-level writing and critical thinking skills in the form of any one of the following:
  - a 5 to 10 page individual writing sample,
  - or a score of 3.5 or higher on the GRE Analytical Writing assessment,
  - or a score of 155 or higher on the GRE Verbal assessment.

Students who do not meet the requirements for admission to the MA program may be admitted on a provisional basis with a score of 3.5 or higher on the GRE Analytical Writing assessment.

## Faculty Research Interests

### Communication Studies

**Rebecca M. L. Curnalia**, Ph.D., Professor  
Informational and emotional content and effects of political communications; informational and emotional processing; political knowledge; political attitudes; vote choice; political motives; fear appeals; gender bias; grassroots campaigns

**Adam C. Earnhardt**, Ph.D., Professor  
Sports media and fandom; media ethics; social media platforms; applications and campaigns; interpersonal and organizational conflict management and negotiation; public speaking and communication pedagogy

**Cary Wecht**, Ph.D., Professor  
Nexus of media use and interpersonal communication; communibiology paradigm; business communication; use of media during 9/11; reality television

## English (Professional AND TECHNICAL WRITING)

**Diana Awad-Scrocco**, Ph.D., Associate Professor  
Professional and technical writing; medical rhetoric and communication; composition pedagogy; writing center theory and practice

**Jay L. Gordon**, Ph.D., Associate Professor  
Rhetoric; technical and professional communication; document design; pedagogy of writing

## Marketing

**Kendra Fowler**, Ph.D., Professor  
Services marketing; retailing

**Bruce Keillor**, Ph.D., Professor, Chair  
Marketing strategy; firm-level political strategy; cross-cultural marketing

**Christina Saenger**, Ph.D., Associate Professor  
Consumer behavior; social media; identity; branding

**Doori Song**, Ph.D., Associate Professor  
Advertising effect; consumer motivation; information processing; emerging media

**Ying Wang**, Ph.D., Professor  
Integrated marketing communication; brand communication; international marketing; e-marketing

The Master of Arts in Professional Communication will draw on the coursework and strengths of a concentration on Communication Studies (in the Department of Communication), while allowing students to pursue non-Communication Studies elective options in two additional areas:

- Professional Writing and Editing (in the Department of English), and
- Marketing (in the Department of Marketing through the OMBA program).

Students will take courses according to the following plan:

## Thesis Option

COURSE	TITLE	S.H.
<b>Core Courses</b>		<b>9</b>
CMST 6900	Introduction to Graduate Study	
CMST 6980	Applied Research Methods	
CMST 6990	Measurement and Analysis	
<b>Choose three Professional Communication Skills courses from the options below</b>		<b>9</b>
CMST 5860	Persuasion and New Media	
CMST 6950	Computer Mediated Communication Research	
CMST 6957	Organizational Communication Research	
CMST 6953	Group Dynamics: Theory and Research	
CMST 6945	Communication for the Classroom Teacher (*Required course for all teaching assistants as a condition of employment)	
<b>Choose two electives from CMST, ENGL or MKTG/OMBA</b>		<b>6</b>
<b>Thesis Option</b>		<b>6</b>

CMST 6995	Thesis	
<b>Total Semester Hours</b>		<b>30</b>
<b>Capstone (Non-Thesis) Option</b>		
<b>COURSE</b>	<b>TITLE</b>	<b>S.H.</b>
<b>Core Courses</b>		
CMST 6900	Introduction to Graduate Study	
CMST 6980	Applied Research Methods	
CMST 6990	Measurement and Analysis	
<b>Choose three Professional Communication Skills courses from the options below (for a total of 9 s.h.)</b>		<b>9</b>
CMST 5860	Persuasion and New Media	
CMST 6950	Computer Mediated Communication Research	
CMST 6953	Group Dynamics: Theory and Research	
CMST 6957	Organizational Communication Research	
CMST 6945	Communication for the Classroom Teacher (*Required course for all teaching assistants as a condition of employment)	
<b>Choose two electives (6 s.h. total) from CMST, ENGL, MKTG/OMBA</b>		<b>6</b>
<b>Capstone (Non-Thesis) Option</b>		<b>6</b>
CMST 6970	Internship	
CMST 6994	Capstone	
<b>Total Semester Hours</b>		<b>30</b>

## Learning Outcomes

1. Understand the communication discipline, our relationship to other disciplines, debates and differences, and your own specialization in the field.
2. Apply, critique, and differentiate between Communication theories, perspectives, principles, concepts, and approaches to studying communication.
3. Engage in Communication scholarship using the research traditions of the discipline with results that contribute to scholarly and professional conversations.
4. Create messages appropriate to the audience, purpose, and context, and reflect on the effectiveness of those messages.
5. Articulate personal beliefs about abilities to accomplish communication goals and evaluate strengths and weaknesses in achieving those goals.
6. Identify, explain, and apply ethical communication principles and practices.

## Graduate Courses

### CMST 5852 Conflict Management and Negotiation 3 s.h.

An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for meditation and arbitration.

**Prereq.:** Junior Standing.

### CMST 5860 Persuasion and New Media 3 s.h.

Introduction to persuasion theory and application of theory to new communication media.

**Prereq.:** Junior standing.

### CMST 5889 Theory of Sports and Communication 3 s.h.

CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.

**Prereq.:** Junior Standing.

### CMST 5898 Seminar 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 semester hours.

**Prereq.:** Junior standing.

### CMST 6900 Introduction to Graduate Study 3 s.h.

Orientation to teaching, learning, and research in the communication discipline for new graduate students.

### CMST 6945 Communication for the Classroom Teacher 3 s.h.

The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

### CMST 6950 Computer Mediated Communication Research 3 s.h.

Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling. Design, implementation, and evaluation of CMC.

### CMST 6953 Group Dynamics: Theory and Research 3 s.h.

Theory and research of group processes, critical thinking and creativity strategies, theory of group leadership and teamwork, conflict management and mediation, advanced group decision-making and problem solving, motivational strategies.

### CMST 6957 Organizational Communication Research 3 s.h.

Applies theories of organizational communication to a chosen organization. Culminates with report and presentation.

### CMST 6970 Internship 3 s.h.

Communication-related work in a professional setting.

**Prereq.:** Special approval required.

### CMST 6980 Applied Research Methods 3 s.h.

Introduction to and application of qualitative research methods relevant to business communication settings.

### CMST 6990 Measurement and Analysis 3 s.h.

Research processes using social scientific, quantitative methodologies and practical experience in conducting research. Essential skill development in research design, measurement, data collection and data analysis.

### CMST 6991 Communication Problems: Independent Study 3 s.h.

Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

### CMST 6994 Capstone 3 s.h.

Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.

**Prereq.:** Completion of the MA core courses.

### CMST 6995 Thesis 1-6 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

**Prereq.:** Completion of the MA core courses.