

Corporate and Organizational Communication, MS (Online)

Across all industries and professions, strong written and oral communication skills are essential to success. Whether you are seeking to advance in a communications-related field or get ahead in your current organization, this program seeks to provide the practical knowledge and valuable perspectives you need to communicate across a variety of contexts and situations.

From negotiation and writing to crisis management and public speaking, the Master of Science in Corporate and Organizational Communication degree program examines topics that are critical to effective organizational communication. Incorporating best practices, case studies, and classroom learning, courses within this innovative master's degree in communication address complex communication challenges, seeking to provide you with a distinct advantage in today's competitive marketplace.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
CMN 6005	Foundations of Professional Communication ¹	2
CMN 6150	Communication Research and Strategy	3
CMN 6230	Content Creation and Delivery	3
CMN 6250	Organizational Communication Assessment	3
CMN 6300	Organizational Culture, Climate, and Communication	3

Restricted Electives

Complete 4 semester hours from the following:		4
CMN 6400	Effective Meetings and Team Dynamics	
PBR 6740	Communications Technology Lab	
PBR 6745	Managing and Communicating Corporate Social Responsibility Programs	

Capstone

CMN 6980	Capstone	4
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¹ Foundations of Professional Communication (CMN 6005) is required for students who are developing their English-language skills, have not previously studied in the United States, and/or have not yet had professional work experience. Otherwise, students begin the program with Communication Research and Strategy (CMN 6150) and complete an additional elective to substitute for the Foundations of Professional Communication (CMN 6005) requirement.

Concentration or Electives Option

A concentration is not required. Students may complete the [electives option](#) in lieu of a concentration.

- Cross-Cultural Communication (p. 1)
- Human Resource Management (p. 2)
- Organizational Leadership (p. 2)
- Project Management (p. 2)
- Public and Media Relations (p. 2)
- Social Media for Organizational Performance (p. 3)
- Electives Option (p. 3)

PROGRAM CREDIT/GPA REQUIREMENTS

34 total semester hours required

Minimum 3.000 GPA required

CROSS-CULTURAL COMMUNICATION CONCENTRATION

Code	Title	Hours
CMN 6600	Negotiation, Mediation, and Facilitation	2
CMN 6610	Foundations and Development of Cultural Communications	3
CMN 6620	Cultural Communications Lab	2
Complete 5 semester hours from one of the following focused tracks:		5

Social Justice Track

Complete two of the following:

HRM 6300	Growing Global Teams
ITC 6415	IT Policy, Ethics, and Social Responsibility
PBR 6700	Introduction to Public Relations

International Track

Complete two of the following:

GST 6100	Globalization and Global Politics and Economics
GST 6101	Global Literacy, Culture, and Community
LDR 6426	Developing Sustainable Global Leadership

HUMAN RESOURCE MANAGEMENT CONCENTRATION

Code	Title	Hours
HRM 6100	Human Resource Management ²	3
HRM 6150	Strategic Workforce Planning	3
HRM 6200	Human Resources Technology	3
HRM 6250	Workforce Analytics	3

ORGANIZATIONAL LEADERSHIP CONCENTRATION

Code	Title	Hours
LDR 6105	Developing 21st-Century Leadership Capability	3
LDR 6155	Leadership Lab: Challenge for Leaders	3
Complete 6 semester hours from the following:		6

LDR 6200	The Language of Leadership
LDR 6250	Driving Organizational Success Through Leadership Development
LDR 6300	Ethical Leadership
LDR 6406	Leading Teams Strategically in a Global Environment
LDR 6416	Leading Strategic Development and Implementation
LDR 6426	Developing Sustainable Global Leadership
LDR 6436	Innovation and Organizational Transformation

PROJECT MANAGEMENT CONCENTRATION

Code	Title	Hours
PJM 6100	Foundations of Project Management ³	3
PJM 6120	Project Scope, Schedule and Cost Planning	3
PJM 6200	Project Risk Management	3
PJM 6300	Project Quality Management	3

³ In rare cases and at the program's discretion, students may request a course substitution or transfer credit for Foundations of Project Management (PJM 6100). A student may qualify for the course substitution if they have at least three years of direct project management experience; the student may complete any other PJM elective, concentration, or core course (as long as they have met the prerequisites) to meet minimum required coursework hours for this program. A student may qualify for transfer credit if they hold their Project Management Professional certification.

PUBLIC AND MEDIA RELATIONS CONCENTRATION

Code	Title	Hours
PBR 6700	Introduction to Public Relations	3
Complete 9 semester hours from the following:		9
PBR 6710	Public Relations Research	
PBR 6715	Public Relations Strategy and Planning	
PBR 6720	Public Relations Content	
PBR 6725	Crisis Communication	
PBR 6730	Promotional Campaigns	
PBR 6735	Content Marketing: Becoming a Trusted Resource	

SOCIAL MEDIA FOR ORGANIZATIONAL PERFORMANCE CONCENTRATION

Code	Title	Hours
Complete 12–13 semester hours from the following:		
CMN 6800	Social Media Fundamentals ⁴	1
Complete 12 semester hours from the following:		
CMN 6810	Social Media Channels and Online Communities	12
CMN 6820	Social Media Content Curation, Creation, Marketing	
CMN 6830	Online Consumer Behaviors	
DGM 6700	Integrated Marketing Fundamentals	
DGM 6705	Search Engine Optimization and Brand Strategy	
DGM 6710	Applied Digital Branding	
DGM 6725	Marketing Automation for Customer Service	
DGM 6730	Advanced Analytics and Search Engine Optimization	

⁴ Social Media Fundamentals (CMN 6800) is intended for students without social media experience and should be completed first in the student's academic plan for completion of this concentration.

ELECTIVES OPTION

Code	Title	Hours
Complete any College of Professional Studies graduate-level courses or unused courses in the program (or a combination of both in lieu of a concentration) to meet program requirements.		