PROGRAM DESCRIPTION-Masters Degree

Graduate study in Communication is designed to provide students with academic experiences that enable them to evaluate, develop, shape and change the communication environment within organizations (organizational communication) as well as between organizations and their target audiences (public relations), using traditional and contemporary media technologies. Students will learn to understand communication processes, internal and external to an organization; employ research methods in the diagnosis of communication problems within organizations and between organizations and their target audiences, including those resulting from intercultural differences; apply problem-solving, decision-making and negotiation strategies in complex relational situations within organizations; examine the use and impact of information and communication technologies in the design and evaluation of strategic communication campaigns and other organizational applications; and develop and practice sound and ethical reasoning.

PROGRAM MISSION

Our mission is to instill in our students and ourselves the skills, ability and desire to engage in life-long learning in and contributions to communication arts, science and professions. Deriving from this Mission Statement is our Goal Statement with four clear-cut components-creating a learning community in which students will gain a foundation in lifelong appreciation for:

1. Theoretical and practical knowledge of the discipline;
2. Analysis, conceptualization and evaluation of communication processes;
3. Communication skills; and
4. Professionalism and ethics.