

## **ORGANIZATIONAL COMMUNICATION PURPOSES**

The purposes of the Department of Communication are to:

1. To prepare students for the modern workplace or doctoral study.
2. To provide training in communication theory and skills.
3. To acquaint students with the latest communication technologies.
4. To provide students with training in interpersonal communication skills.
5. To provide students with knowledge about how communication works within an organizational context.

The Master of Arts in Organizational Communication with concentrations in health communication, management, marketing and general business is designed to give communications students insights into communication problems and issues as they exist in those organizational settings and provide the knowledge, skills and tools to allow such to be addressed.

## ADMISSION REQUIREMENTS

In addition to meeting all University requirements for admission into Graduate School, students must meet the following Department regulations:

### REGULAR ADMISSION

1. GRE general test score of 800 minimum (Verbal & Quantitative).
2. Minimum cumulative undergraduate grade point average of 3.0.
3. Bachelor's Degree in Communication or approved related field (see prerequisites below) from an accredited college or university.
4. Three letters of recommendation.
5. Approval of Department Head and Graduate Coordinator.

### CONDITIONAL ADMISSION

1. GRE general test score of 700 minimum (Verbal & Quantitative).
2. Minimum cumulative undergraduate grade point average of 2.5.
3. Bachelor's degree in Communication or approved related field from an accredited college or university.
4. Three letters of recommendation.
5. Approval of Department Head and Graduate Coordinator.

## REQUIREMENTS FOR DEGREE

The Master of Organizational Communication is a non-thesis degree, requiring a total of 36 semester hours of graduate credit. Twenty-four hours are to be taken in the Department of Communication, and twelve hours are to be taken from courses in other departments as indicated below. The variety of courses included will allow the student to focus on a single area of interest. On the other hand, some students might wish to take a more general approach, spreading the electives over several areas.

As an additional requirement for graduation, each student must pass a written comprehensive examination, which will serve as a capstone experience. Successful completion of the exam will require that the student pull together in a meaningful way the major theories, knowledge base, technologies, and practices covered in the required courses. A committee of three graduate faculty members will determine whether the student passes or fails the exam. The exam may not be taken more than twice.

## COMMUNICATION CORE REQUIREMENTS (24 semester hours)

Communication 518. Small Group Communication.....	3 hours
Communication 619. Advanced Interpersonal Communication.....	3 hours
Communication 620. Organizational Culture and Diversity Issues.....	3 hours
Communication 621. Organizational Communication Campaigns .....	3 hours
Communication 625. Ethical and Legal Issues in Organizational Communication .....	3 hours
Communication 631. New Technologies and Organizational Communication.....	3 hours
Communication 671. Theories of Organizational Communication.....	3 hours
Communication 691. Research Methods in Organizational Communication .....	3 hours
<b>Total.....</b>	<b>24 hours</b>

## ELECTIVES

Students must take 12 semester hours, including English 548, from the following courses. The student may elect to take 9 hours in one of the concentrations listed below, or to spread the 9 hours over several areas:

English 548. Advanced Professional and Technical Writing.....	3 hours
Health Studies 603. Contemporary Problems and Issues in Health.....	3 hours
Health Studies 635. Worksite Health Promotion.....	3 hours
Health Studies 638. Program Planning and Evaluation.....	3 hours
Management 640. Seminar in Industrial Relations.....	3 hours
Management 663. Organization Theory and Behavior.....	3 hours
Management 691. Management Application of Microcomputers .....	3 hours
Management 695. Special Topics in Management.....	3 hours
Marketing 575. Current Marketing Issues.....	3 hours
Marketing 623. Marketing Communication .....	3 hours

Marketing 695. Special Topics in Marketing .....	3 hours
Nursing 528. Management of Health Service Organizations.....	3 hours
Business Technology 510. Office Systems Management .....	3 hours
Business Technology 651. Technology in Business Communication .....	3 hours
Business Technology 681. Administrative Communication Theory.....	3 hours
Psychology 575. Industrial/Organizational Psychology .....	3 hours
Communication Core Requirements .....	24 hours
Electives .....	12 hours
Total .....	36 hours

## CONCENTRATIONS

### HEALTH COMMUNICATION (9 hours)

Health Studies 603 Contemporary Problems and Issues in Health.....	3 hours
Health Studies 635 Work-site Health Promotion .....	3 hours
Health Studies 638 Programming Planning and Evaluation.....	3 hours
Nursing 528 Management of Health Service Organization.....	3 hours

### MANAGEMENT (9 hours)

Management 640 Seminar in Industrial Relations.....	3 hours
Management 663 Organization Theory and Behavior.....	3 hours
Management 691 Management Application of Microcomputers.....	3 hours
Management 695 Special Topics in Management.....	3 hours

### MARKETING (9 hours)

Marketing 575 Current Marketing Issues.....	3 hours
Marketing 623 Marketing Communication .....	3 hours
Marketing 695 Special Topics in Marketing .....	3 hours

### GENERAL BUSINESS (9 hours)

Business Technology 510 Office Systems Management .....	3 hours
Business Technology 651 Technology in Business Communication.....	3 hours
Business Technology 681 Administrative Communication Theory.....	3 hours