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**From:** Smith, Randy  
**Sent:** Thursday, November 16, 2006 7:56 AM  
**To:** 'William Eveland'  
**Cc:** 'Elliot Slotnick'; 'Brian Winer'; Dutta, Lakshmi; Smith, Randy; Osmer, Patrick (.1); Glynn, Carroll (.14); Gene Mumy; Beck, Paul (.9); Royster, Jacqueline; Adelson, Edward (.3); 'dickhaut.1@osu.edu'; 'Brad A. Myers'  
**Subject:** Revisions to the Master's Degree in Communication

Chip:

I am pleased to inform you that the proposal from the School of Communication to:

- i) eliminate the non-thesis option of the 114 (Communication) M.A. program
- ii) eliminate the thesis option of the 256 (Journalism and Communication) M.A. program
- iii) rename the 256 (Journalism and Communication) M.A. program, "professional communication"
- iv) eliminate the 250 (Journalism) M.A. program

was approved by the Council on Academic Affairs at its meeting on November 15, 2006. Professor Elliot Slotnick, Associate Dean, Graduate School, attended the meeting to provide follow-up information from the discussion at the November 1, 2006 meeting.

No additional level of internal review/approval is necessary. This action will be included in the Council's next Annual Activities report to the University Senate. However, Professor Slotnick will work with you on any required action by the Ohio Board of Regents.

Please keep a copy of this message for your file(s) on the proposal and I will do the same for the file in the Office of Academic Affairs.

If you have any questions about this action, please contact the Chair of the Council, Professor Brian L. Winer or me.

Randy

W. Randy Smith  
Vice Provost

	<b>Current Thesis MA in Journalism &amp; Communication(256)</b>	<b>Current Non-Thesis MA in Journalism &amp; Communication (256)</b>	<b>Proposed 114 MA in Communication</b>	<b>Proposed 256 Masters in Professional Communication</b>
<b>Required Classes</b>	661N (Stats I) 760 (Methods I) 763 (Methods II) 790 (Stats II) 806 (Theory I) 807 (Theory II) 927 (Theory III)	661N (Stats I) 760 (Methods I) 806 (Theory I)	<i>661N (Stats I)</i> <i>760 (Methods I)</i> <i>763 (Methods II)</i> <i>790 (Stats II)</i> <i>806 (Theory I)</i> <i>807 (Theory II)</i> <i>927 (Theory III)</i>	<i>661N (Stats I)</i> <i>760 (Methods I)</i> <i>806 (Theory I)</i>
<b>Thesis credits</b>	15 hours	N/A	<i>15 hours</i>	<i>N/A</i>
<b>Electives</b>	20 hours (20 hours within School)	30 hours (25 hours within School)	<i>20 hours (20 hours within School)</i>	<i>30 hours (25 hours within School)</i>
<b>Total credit hours</b>	75 hours	45 hours	<i>75 hours</i>	<i>45 hours</i>
	<p>Note that students doing the current non-thesis degree receive the same degree as those who do 30 credit hours more work and take a more comprehensive set of required courses in the thesis program. Students can technically move from thesis to non-thesis at any time without any formal request or approval. In the end, the two tracks in one degree program train students quite differently.</p>		<p>Here we separate out the two degrees into different degree programs from the start. This allows us to plan our courses and funding better, and also addresses currently felt inequities among students who do much different work but obtain the same degree. The degree labels more accurately match the training received in the two different degrees.</p>	

## Dutta, Lakshmi

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**From:** Elliot Slotnick [slotnick.1@gradsch.ohio-state.edu]  
**Sent:** Friday, November 03, 2006 8:22 AM  
**To:** Smith, Randy  
**Subject:** FW: 2 quick questions

-----Original Message-----

From: Daniel G. McDonald [mailto:[mcdonald.221@osu.edu](mailto:mcdonald.221@osu.edu)]  
Sent: Thursday, June 01, 2006 10:55 AM  
To: Elliot E. Slotnick  
Subject: 2 quick questions

<x-flowed>Hi Elliot - Two quick questions for you -

- 1) for the MA renaming, we talked about it having to go statewide. What will we need to do next? Will we need a new document?
- 2) regarding P-status. Can individuals who do not have P-status co-advise with someone who does have P-status?

The reason for #2 is that we're tightening up on who should get P-status, and would like to have a long-term rule in place whereby new Ph.D.s get M status for a certain length of time, and get P-status after being on x number of committees or co-advising.

Dan

At 11:04 AM 5/12/2006, you wrote:

>Hi Dan,  
>  
>Just a brief note to confirm that the Curriculum Committee of the Research  
>and Graduate Council endorsed the revisions that you have proposed in your  
>Master's program(s). At the Council meeting next week we'll plan on your  
>saying a few words about what you're doing (3 minutes?) and why and, if  
>necessary, you'll be able to answer questions from the floor. Once you get  
>through the RGC on this and CAA , we can work on the downtown part of  
>this--changing the name of one of the programs.  
>  
>Best,  
>elliott  
>--  
>Elliot E. Slotnick  
>Associate Dean  
>The Graduate School  
>The Ohio State University  
>250 University Hall  
>230 N. Oval Mall  
>Columbus, Ohio 43210  
>  
>slotnick.1@osu.edu  
>614-292-6031 (Office)  
>614-292-3656 (Fax)

**Dutta, Lakshmi**

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**From:** Elliot Slotnick [slotnick.1@gradsch.ohio-state.edu]  
**Sent:** Friday, November 03, 2006 8:23 AM  
**To:** Smith, Randy  
**Subject:** FW: 2 quick questions

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**From:** Elliot E. Slotnick [mailto:Slotnick.1@osu.edu]  
**Sent:** Saturday, June 17, 2006 5:53 AM  
**To:** Daniel G. McDonald  
**Cc:** smith.70@osu.edu; Sandy Krulikowski-Walden  
**Subject:** Re: 2 quick questions

Hi Dan,

On the renaming, I need clearance from Randy, which likely will follow CAA review, before initiating the RACGS processing. When ready, we'll need a short focused document (see p.14 of the attached document for what we need for the statewide process).

On your second question, I am forwarding this to Sandy Walden for her response. My instinct is "no," but she has worked closely with this process...

Best,  
elliot

Hi Elliot - Two quick questions for you -

- 1) for the MA renaming, we talked about it having to go statewide. What will we need to do next? Will we need a new document?
- 2) regarding P-status. Can individuals who do not have P-status co-advise with someone who does have P-status?

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**Dutta, Lakshmi**

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**From:** Elliot Slotnick [slotnick.1@gradsch.ohio-state.edu]  
**Sent:** Friday, November 03, 2006 8:22 AM  
**To:** Smith, Randy  
**Subject:** FW:

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**From:** Daniel G. McDonald [mailto:mcdonald.221@osu.edu]  
**Sent:** Friday, July 28, 2006 4:11 PM  
**To:** Elliot Slotnick  
**Subject:** Re:

Hi Elliot -

Yes, I think you're correct. I wasn't sure if OAA had approved everything yet or not. I can get this revision to you in the next two weeks if that's ok. I'm working on a grant proposal that is taking a lot of my time right now.

Dan

At 02:27 PM 7/28/2006, you wrote:

Hi Dan,

I hope that the summer has been treating you well...

I've been clearing off my desk and came across some unfinished business that we need to eventually attend to. If I recall correctly, everything has been accomplished that you wanted to be done for your MA program except for the statewide piece. And, again if I recall correctly, what remains to be done is to gain statewide approval; for Proposal 3 in your "package" from April 26<sup>th</sup>, 2005. That is, the renaming of your 256 degree (Journalism and Communication) to "Professional Communication."

Do I have it right? If so, I think that a variant of your 4.26 proposal focusing only on those facets of your argument that focus on Proposal 3 ought to do the trick. Let me know if I can assist in any way but it would be good to get this last facet of this behind us.

Best,  
elliot

Elliot E. Slotnick  
Associate Dean  
The Graduate School

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230 N. Oval Mall  
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Columbus, Ohio 43210

(614) 292-6031  
(614) 292-3656 (FAX)

11/8/2006

**Dutta, Lakshmi**

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**From:** Elliot Slotnick [slotnick.1@gradsch.ohio-state.edu]  
**Sent:** Friday, November 03, 2006 8:17 AM  
**To:** Smith, Randy  
**Subject:** FW: draft MA letter

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**From:** Elliot E. Slotnick [mailto:Slotnick.1@osu.edu]  
**Sent:** Saturday, June 17, 2006 1:58 AM  
**To:** Daniel G. McDonald  
**Subject:** Re: draft MA letter

Great, Dan--thanks for your efforts. I thought that you put "schools" in there to test me...

e

Thanks very much, Elliot. Also thanks for catching the "schools." We should have this on its way in a week or so.

Dan

At 01:57 PM 4/18/2006, you wrote:  
Hi Dan,

This is certainly a terrific starting point for the discussion with your colleagues. Undoubtedly there are "sensitivities" here that internal discussion will uncover and that I am pretty blind to--but, to me, this is clear and thorough--quite ready for the vetting to come. The only thing where I noted what i think was a factual error was at the top of page 2 where you state, "As a result of the merger of the two Schools..." I think that should read "the merger of the two programs."

Calm seas and prosperous voyage!

Best,  
elliot

Hi Elliot -

This still has to go through our GSC and will be edited, etc. but if you have a chance, could you look and see if this is close to the kind of document that we'd need to do the MA changes?

Dan

Daniel G. McDonald

**Dutta, Lakshmi**

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**From:** Elliot Slotnick [slotnick.1@gradsch.ohio-state.edu]  
**Sent:** Friday, November 03, 2006 8:15 AM  
**To:** Smith, Randy  
**Subject:** FW: Professional Master's

Early exchange on Communication's plan...  
e

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**From:** Elliot E. Slotnick [mailto:Slotnick.1@osu.edu]  
**Sent:** Friday, June 16, 2006 9:27 PM  
**To:** Daniel G. McDonald  
**Subject:** Re: Professional Master's

Since you've discovered that reviving the degree is an OAAaction, you might want to get together with Randy Smith to walk him through what you contemplate doing. I'd be happy to join in on such a meeting...

e

Hi Elliot -

The summer came and went a bit too fast for me to get this proposal together, but I'm trying to do so this week. In the meantime, I happened to notice in the OAA handbook that a degree can be revived with only the approval of OAA.

That got me thinking about this possibility: Since the current MA (Journalism and Comm) degree has two options, thesis and nonthesis, if we could resurrect the MA in Communication (which I think was eliminated about 5 years ago), we could do that as thesis only, and do the MA J/COMM as nonthesis only. Because it has Journalism in the title, it already attracts a lot of attention from those who are potentially interested in the professional master's program.

Does this sound like a possibility for what I'd need to do?

Dan

At 12:00 PM 6/21/2005, you wrote:  
Dan,

Apropos our discussion this morning, this proposal from Wright State that came in over the wire is following the process I'd envision for you--and they are keeping the old degree while spinning out the new one. So, looks like others are blazing your path...

Cheers,  
e

Date: Tue, 14 Jun 2005 01:07:52 -0400  
From: Jay Thomas <jay.thomas@wright.edu>  
Subject: WSU Degree Designation Change  
To: handrist@regents.state.oh.us  
Cc: racgs@regents.state.oh.us  
X-Accept-Language: en  
Priority: normal  
X-CanItPRO-Stream: slotnick.1 redirected to 11\_tagonly\_no\_subject  
Original-recipient: rfc822;slotnick.1@osu.edu

Dr. A. Harry Andrist

Director, Graduate Programs and Research

Ohio Board of Regents

Via email

Dear Harry,

On behalf of Wright State University, I am pleased to submit a proposal for a Degree Designation Change to authorize a Master of Arts degree in International and Comparative Politics (ICP). For the past three years, this program has been offered as a track (or concentration) in the Master of Arts in Applied Behavioral Science program (ABS). The change to a separate degree will involve minor curricular changes but does not require additional staff. Enrollments are not expected to change. The ABS program will continue.

Under these circumstances, according to RACGS Guidelines part A, section IV.D., a full proposal may be submitted to RACGS without undergoing the preliminary Program Development Plan review process. Accordingly, a full proposal for this Degree Designation Change is attached along with a separate file giving the CV's of the thirteen program faculty members.

This proposal has been approved internally at Wright State University by the College of Liberal Arts, the Graduate Council, the Faculty Senate, and the Board of Trustees. The ICP program has assumed a high priority at Wright State as there is significant interest from Wright Patterson AFB, particularly through the National Air and Space Intelligence Center and the Air Force Institute of Technology. The M.A. ICP degree is viewed as a positive career advancement credential. It would benefit the students to have it separately titled as a stand alone degree program.



We will await the RACGS reviews over the next six weeks or so. If reviews come more quickly, we could be prepared to present it in July if we have that meeting.

Sincerely, Jay

Jay Thomas

Dean, School of Graduate Studies and

Vice President for Research

--

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Chair, Graduate Studies Committee  
School of Communication  
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--

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Phone (614) 292-6031  
Fax (614) 292-3656

May 22, 2006

W. Randy Smith  
Vice Chair, Council on Academic Affairs  
Vice Provost for Curriculum and Institutional Relations  
203 Bricker Hall  
190 North Oval Mall  
Campus

MAY 24 2006

OFFICE OF ACADEMIC AFFAIRS

Dear Randy:

The Council on Research and Graduate Studies approved the following proposals during its meeting on May 17, 2006. Attached please find a copy of the proposals as well as my correspondence with the proposing programs that may assist the Council on Academic Affairs during its review.

- Proposal to reduce the number of credit hours required for the Master of Occupational Therapy program
- Proposal to create a graduate interdisciplinary minor/minor in Applied Software Engineering
- Proposal for a graduate interdisciplinary specialization in "Religions of the Ancient Mediterranean"
- Proposal for a minor in Theatre and Performance
- Proposal for changes to the Master's degree in Communication

Please let me know if you have questions or if you require additional information.

Sincerely,

Elliot E. Slotnick  
Associate Dean

Enclosures

c: Irene Mynatt

MAY 24 2006

OFFICE OF ACADEMIC AFFAIRS

Proposal for an  
Integration of M.A. Programs  
in Communication

Submitted by

Professor Daniel McDonald  
School of Communication

Approved by the Council on Research and Graduate Studies  
May 17, 2006

April 26, 2006

To: Elliot Slotnick  
Associate Dean  
Graduate School

From: Graduate Studies Committee  
School of Communication

Re: Integration of M.A. Programs in Communication

### History of the Program

In the mid-1990s, the School of Journalism and the Department of Communication were merged. As a result of the merger, a number of faculty members left the university, and combined undergraduate and graduate programs were formed hastily. Both the former School of Journalism and the former Department of Communication had a long history of approaching different aspects of communication, and different methods and approaches to various problems.

The former School of Journalism primarily focused on applied problems in mass communication – most specifically in journalism and journalism writing, but also in journalism and mass communication history and the effects of mass communication. The School offered a B.A. in Journalism (tagged) and an M.A. in Journalism (250).

The former Department of Communication also included a focus on various problems of mass communication – occasionally on issues of news, but more commonly on issues of mass communication policy, the business of communications media, and audience reaction to media content. In addition to the mass communication aspect, the department also was concerned with interpersonal communication, aspects of small group communication and rhetoric, and problems in intercultural communication. The Department offered a Ph.D. and M.A. in Communication (114).

In 1998, Dr. Carroll Glynn was hired as Director of the School of Journalism and Communication (as it was then called), and she began the process of developing a coherent program from the two former programs. As a result of her efforts, over the last several years, the School has been renamed the School of Communication, and emerged as a healthy blend of the two earlier programs. A coherent undergraduate and graduate program has been developed. In 2004, our doctoral program in mass communication was ranked as #10 in the United States by one of our major professional organizations. Our interpersonal communication doctoral program was ranked as #17. Our contextual areas of study within the doctoral program were also highly ranked (health, #11; communication technology, #14; political communication, #11). Even more recently, in 2006 our program was ranked #5 in research publication impact in the field.

Clearly, the School of Communication is stronger now than either unit had been in the past. The present proposal seeks to modify our current graduate program structure to reflect the current program and its strengths.

## Proposals

As a result of the merger of the two Schools, the different approaches to research and teaching, and the different orientations of the faculty of the two former programs, there are currently three M.A. programs under the auspices of the graduate faculty of the School of Communication: Communication (114 – both M.A. and Ph.D.), Journalism (250, M.A. only), and Journalism and Communication (256, M.A. only). All three of the M.A. programs have the option of thesis or non-thesis. Given the coherent nature of the current program, the Graduate Studies Committee in Communication is requesting the following:

- Proposal 1: To eliminate the non-thesis option of our 114 (Communication) M.A. program.
- Proposal 2: To eliminate the thesis option of our 256 (Journalism and Communication) M.A. program.
- Proposal 3: To rename our 256 (Journalism and Communication) M.A. program “Professional Communication.”
- Proposal 4: To eliminate our 250 (Journalism) M.A. program.

## Rationale

The four proposals are an attempt to clear up misconceptions among prospective students, eliminate un-needed and confusing terminology, and reflect the coherence of the existing program. Our M.A. program serves two types of clientele: students who plan to complete a Ph.D., and students who plan to enrich or strengthen their understanding of communication for use in any of a number of communication industries, including: Journalism, Public Relations, Health Communication, Broadcasting, Political Communication, Communication Counseling and Advertising. Typically, those who plan the former will do a thesis, while those who plan the latter will opt for the non-thesis degree. It is clear to us that we need to keep both options available for students.

Our proposal does not institute major changes in the programs as they are stated, but allows each of the two programs to evolve in relation to needs of faculty and students, rather than being tied to the evolution of the other program, which has a different set of clientele and a different set of needs.

Currently, there is a great deal of flexibility between the thesis and non-thesis programs: both groups of students are in the same courses during the first quarter, and a student does not need to decide which program is appropriate until the end of the first quarter or later. While this is convenient for students, it creates a series of problems for the faculty and the program. First, non-thesis students, who are in a 45-credit hour program, do not begin to study the specialized aspects of what they have come back to study until the second quarter. As a result, they work with their advisors and the projects they complete as part of their degree program lack the kind of focus they might have if they had an entire academic year of coursework related to their interest area. Second, the mix of student types in the introductory courses creates tremendous heterogeneity in interest in research methods and theoretical interest in the required courses of the first quarter. Students in the thesis track do not get as intense an experience as possible, as professors teaching the required classes attempt to make it relevant to everyone in the class, when a more homogenous class would allow greater focus. A third problem is that, because the division is permeable for the first portion of the program, students often feel as if they “should” do the thesis program, even

though their interests are better suited to the non-thesis M.A. Students then try to complete the program, but often, by the middle of the second year, decide they don't want to do a thesis, and opt for the non-thesis degree. The end result of these various issues is that we have students receiving the same degree (M.A. in Journalism and Communication), whether their program is 45 credits, 90 credits, or somewhere in between. Students and faculty alike do not believe this is an equitable situation.

Proposals 1 and 2 reflect our attempt to solve a part of this problem by requiring the thesis/non-thesis decision to be made at the time of application, and specific to the degree that is being sought. With different degree programs, our promotion materials can be developed to clearly emphasize the differences between the two degrees. In addition, although our thesis program has evolved into a strong program in the last few years, our non-thesis program has really been a placeholder and catch-all. Having a separate degree program will allow us to provide a very different experience for the non-thesis students and allow us to focus on strengthening that program for the next few years.

Proposal 3 reflects the nature of the program better and more clearly than does the current nomenclature, in which the thesis program and the non-thesis program are the same degree – an M.A. in Journalism and Communication. This is particularly true since we changed the name of the School from Journalism and Communication to simply Communication two years ago. The renaming will enable prospective students and employers to have a better sense that the non-thesis degree is primarily for professional communicators.

Proposal 4 reflects our desire to remove unneeded degree programs. We have not used the M.A. in Journalism (250) program for several years, and see no need to continue the program when students wishing to receive graduate instruction consistent with a program in Journalism would fall under the M.A. in Professional Communication (renamed 256) designation. We are not eliminating Journalism as a focus area, but instead are providing a more coherent structure for all of our non-thesis students, with a category description of “professional communication” as an umbrella term for a number of areas in communication industries, including journalism.

### Current State of Programs

Table 1 provides an overview of M.A. admissions from 2002 to 2005. As is evident from the table, we have had a bit of a decline in our M.A. students coinciding with the increased quality of the Ph.D. program. The School has emphasized attracting more highly qualified Ph.D. students each year, and each year we have been more successful in attracting the best of these students. As a result, most of our GTA funding slots, which in the past had gone to M.A. students, now go to Ph.D. students. Because each Ph.D. student holds a slot for about four years, the impact on funding for M.A. students is dramatic. As we have concentrated on Ph.D. and thesis M.A. students, each year we have turned down a number of M.A. students whose interests would be suitable for a non-thesis program, but given the currently confusing state of affairs and our focus on thesis / Ph.D. students, we have been reluctant to admit them. Of those admitted to the M.A., a little less than half complete a thesis; about 25% of those completing the non-thesis program actually stay in the program a second year and switch to non-thesis during that second year.

Table 1. M.A. Admissions and Degrees Sought by Year, 2002-2005.

Year	M.A.				Ph.D.			
	Entering Count	Non-Thesis	Thesis	Percent Non-Thesis	Entering Count	From our M.A. (Thesis)	From Outside OSU	Percent Internal
05	14	6	8	43%	11	4	7	36%
04	20	9	11	45%	7	3	4	43%
03	20	12	8	60%	9	2	7	22%
02	24	15	9	63%	8	3	5	38%

We believe that a slightly revised program that more clearly addresses the needs of non-thesis students and separates the thesis from the non-thesis program will help with this problem in a number of ways:

1. It addresses the needs of the community by providing better graduate instruction in applied areas of communication.
2. It addresses recent university concerns concerning funding issues in which second year M.A. students receive a Ph.D. subsidy. A clear non-thesis degree path means that a number of students who currently are subsidized as Ph.D. students but are not on track for a Ph.D. will enter and leave the system within one year, maintaining their status as an M.A. student throughout their program.
3. It provides a more homogeneous grouping of students by the type of graduate degree they are seeking, making for a more enriching educational experience for faculty and students.

Sample descriptions are attached to illustrate how promotional materials will address the revised programs if the proposals are approved.

## Attachment – Sample Program Descriptions

The School of Communication offers several options for graduate study in the field of Communication: the M.A. degree in Professional Communication, the MA degree in Communication, and the Ph.D. in Communication. Students draw on the expertise of the school's faculty in the areas of mass communication, public opinion, political communication, interpersonal communication, journalism, new communication technology, and health communication in developing a program that fits their career goals.

### **The Ph.D. in Communication**

The School of Communication has achieved national and international distinction by advancing high-quality theory-driven, systematic, empirical social science scholarship in the areas of mass communication, public opinion and political communication, communication technology and society, and health communication.

#### *The Program*

Coursework in the Ph.D. program is a research-based examination of the communication process. During the program, students work closely with their advisor in selecting courses that provide a level of expertise within their chosen area, and work with their advisor and other faculty members in conducting research for presentation at national and international conferences, and for publication in the top journals in the field. Although your advisor and other faculty serve as mentors during the Ph.D. program, our goal is to make each of our students a strong independent teacher and researcher.

#### *Qualifications for Applicants*

We seek students with outstanding academic records in communication or other relevant social science fields. Successful applicants will typically have excelled in an M.A. from an empirically based program in communication from a research-intensive university.

#### *Placement Objectives for Graduates*

Our primary objective is to place graduates in university teaching and research settings, although a small number of our graduates enter high-level research jobs in the public opinion, survey research industries, or other applied communication settings where empirical social science research in communication is conducted.

### **The M.A. in Communication**

Students who pursue an M.A. in Communication are most often interested in pursuing doctoral work at some point. Most will apply to doctoral programs immediately after their master's degree, while some will pursue a doctorate after obtaining more experience in a communication profession.

#### *The Program*

Coursework focuses on two aspects of the research process: developing a solid foundation for conducting empirical social-scientific research on communication and providing an understanding of contemporary theory guiding research in the field. In addition to coursework in the program, the M.A. in Communication requires a student to generate new knowledge in an area of study in communication through a master's thesis – an extended report on the student's original research. Students in the program will take two years to complete their master's degree.



### *Qualifications for Applicants*

Our strongest candidates are students with excellent academic records in their undergraduate careers and a strong desire to learn about and contribute to the research process. Although an undergraduate degree in communication is not necessary, it is helpful if you have an understanding of the field of communication and how it is being advanced through research at OSU by reviewing some of the recent publications by faculty members at OSU.

### *Placement Objectives for Graduates*

Most of those who receive the M.A. in Communication apply to a Ph.D. program to further their education and training. Although the bulk of our M.A. Communication graduates stay for the Ph.D. at OSU, M.A. in Communication students are also accepted into Ph.D. programs at other peer institutions. Those who enter or re-enter the communication industries after obtaining their M.A. in Communication will ordinarily work for research companies including those who do public opinion polling, audience research, advertising, public relations, or other area in which there is a need for high-quality measurement of communication behavior.

## **The M.A. in Professional Communication**

Many of our students are not interested in obtaining a Ph.D. in the near or foreseeable future. They see graduate school as a way to enhance a conceptual skill set they have already developed through professional experience in the field, as a way of supplementing the knowledge they have obtained from a major other than communication, or as a way to supplement their qualifications so that they might advance more quickly in their chosen careers. The M.A. in Professional Communication enhances students' preparation for various careers in communication by providing them with a contemporary context for understanding the communication environment and by introducing them to communication theory and research that is relevant to their chosen career paths. The non-thesis option can be completed in 9 months of full-time study.

### *The Program*

Typically, coursework focuses on understanding research and theory centered on various contexts of professional communication, including public communication, health communication, political communication, journalism, mass communication or interpersonal communication. The program culminates in a project designed to apply what students learn about the process of communication to a particular problem in their chosen areas.

### *Qualifications for Applicants*

We seek individuals who have excellent academic records in their undergraduate careers and a strong desire to learn about the process of communication.

### *Placement Objectives for Graduates*

Most of those who obtain an M.A. in Professional Communication either have some form of communication industry experience (e.g., public relations, journalism, health communication, public communication, organizational communication, communication consulting) before they begin graduate study, or seek such experience after obtaining the degree. Graduates return to the industry they left with a renewed focus, a sense of the 'big picture' and an understanding of how the latest academic research applies to what they do in their daily activities. Some use the degree program as a chance to move from one industry to a very different career after the degree. Graduates consistently report a greater number and higher-quality set of opportunities are offered to them after obtaining the degree.