

# PROFESSIONAL COMMUNICATION (MA)

Department website (<https://online.uwp.edu/programs/ma-professional-communication.aspx>)

College: College of Arts & Humanities

The Master of Arts in Professional Communication (MAPC) is designed to provide students with an advanced level grounding in professional communication with specific attention to organizational and community leadership, community relations, and contemporary, applied media. Graduates will be better equipped to communicate strategically and ethically to diverse audiences, create messages in various formats (i.e., oral, written, digital), manage conflicts, and constructively and creatively provide leadership in community and organizational settings.

## Program Objectives

The Communication Department graduate curriculum is designed around a set of five learning goals that are focused on the concept of becoming a **competent communicator**. Core and elective course offerings are meant to help you develop your knowledge and skills in the following Communication program learning goals:

1. To produce audience-centered messages through advanced writing, storytelling, and argumentation;
2. To master formal presentational skills in mediated and unmediated contexts;
3. To facilitate constructive communication to enhance organizational, community, and cultural interactions;
4. To enact civic and organizational leadership skills;
5. To embody critical, diverse perspectives in the workplace.

## Department Policy on Collaboration and Academic Honesty

The Communication Department strongly encourages our students to engage in conversation and collaboration with our faculty, each other, and other members of the academic community. These kinds of exchanges are at the heart of teaching and learning. As part of this process, it is essential that students fully disclose and credit the sources used in their work. All work that is not originally created by the author should be credited, including (but not limited to) others' ideas, language, images, art, digital recordings, and projects. The intentional or unintentional use of another's work, or one's own previous work, without the accurate and full citation of the source, constitutes plagiarism. Penalties for documented cases of plagiarism may include a grade reduction or failing a course. All documented cases of plagiarism in the communication department will be filed with the department chair or her designee. A student who commits two or more acts of plagiarism in one or more communication courses will have their case reviewed by the department's executive committee. If a case is confirmed as constituting serious breaches of academic honesty, the committee may decide to formally drop the student from the communication major.

## Requirements for the Master of Arts in Professional Communication

Delivered online in 7-week module formats. The program will culminate in a research paper or professional project.

Code	Title	Credits
<b>Required Courses</b>		
COMM 701	Introduction to Graduate Studies	1
COMM 703	Professional Communication	3
COMM 707	Qualitative Research Methods	3
COMM 797	Comprehensive Exams I <sup>1</sup>	3
COMM 798	Comprehensive Exams II <sup>1</sup>	3
<b>Elective Courses</b>		
Select six of the following: <sup>2</sup>		18
COMM 708	Critical Media Studies	
COMM 715	Gender and Work	
COMM 720	Philosophy & Theory in Communication	
COMM 725	Conflict Transformation	
COMM 730	Grant Proposal Writing	
COMM 740	Self-Reflective Communication in Civic Change	
COMM 750	Digital Media Production	
COMM 770	Enacting Leadership	
COMM 775	Making Your Case: Strategies for Argumentation	
COMM 785	Public Dialogue	
COMM 794	Professional Communication Internship	
COMM 799	Independent Study	
<b>Total Credits</b>		<b>31</b>

<sup>1</sup> Students may take up to 6 credits of COMM 797 Comprehensive Exams I and/or COMM 798 Comprehensive Exams II if necessary.

<sup>2</sup> Students may take up to 6 elective credits outside of the Professional Communication program with approval from their graduate program advisor.

## University Requirements for Master's Degree Programs

To receive a master's degree from UW-Parkside, students must meet the following minimum requirements (note that individual programs may impose more stringent requirements):

1. Complete at least 30 graduate credits, of which no more than 12 may be transferred from another institution.
2. Have an overall GPA of at least 3.00 for all graduate work taken at UW-Parkside that is applicable to the degree program.
3. Satisfy all requirements of the graduate degree program.

Students may take no more than seven years to complete a degree, beginning with the semester in which they complete their first course as a UW-Parkside degree-seeking graduate student, unless they apply for and receive an extension through the appropriate graduate program. Some programs may impose a shorter time limit. To graduate, students must file a request for graduation. The request form, signed by the student's advisor and filed in the appropriate graduate program office, initiates the final review of the candidate's records. Students also need to apply to graduate with the Office of the Registrar.

For admission into the M.A. in Professional Communication online program, you must:

- Hold a bachelor's degree from an accredited institution.
- Write a 500-word statement about why you would like to enter the program.

Official transcripts from all colleges/universities attended, regardless if they appear on the degree awarding transcript or not, should be mailed directly from the institution(s) to UW-Parkside at this address:

Admissions Office  
University of Wisconsin-Parkside  
900 Wood Road  
Kenosha, WI 53144

## Graduate Courses in Communication

### COMM 701 | Introduction to Graduate Studies | 1 cr

Provides a rigorous introduction to scholarly writing, research, methodologies in communication studies.

**Prerequisites:** None.

**Offered:** Fall, Spring, Summer.

### COMM 703 | Professional Communication | 3 cr

Examines communication or communication in a global workplace emphasizing intercultural and multi-generational differences. Cross-listed with: MAPS 703.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 707 | Qualitative Research Methods | 3 cr

Provides opportunity for research experience in interviewing, survey creation, and analysis.

**Prerequisites:** Admission to the program.

**Offered:** Fall, Spring, Summer.

### COMM 708 | Critical Media Studies | 3 cr

Introduces a number of theoretical backgrounds and methodological processes involved in doing media scholarship, such as analyses of industries, audiences, texts, and discourses.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 715 | Gender and Work | 3 cr

Investigates the roles gender plays in defining work, and in determining access to leadership and power in the U.S. workplace. Explores women, men and non-binary genders across the corporate, political and non-profit sectors.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 720 | Philosophy and Theory in Communication | 3 cr

Investigates communication theories and their implications. Explores how they challenge certain philosophical ideas, such as reality, materiality, and social construction.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 725 | Conflict Transformation | 3 cr

Examines the connections between communication, conflict, and personal/social transformation.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 730 | Grant Proposal Writing | 3 cr

Develops skills necessary for writing successful grant proposals. Covers different types of grants, identifying funding agencies, interpreting call for grant proposals, and creating persuasive narratives.

**Prerequisites:** Admission to the program.

**Offered:** Summer.

### COMM 740 | Self-Reflective Communication in Civic Change | 3 cr

Examines autoethnographic writing as a mode of qualitative research, art form, and transformative process of understanding human behavior and lived experience.

**Prerequisites:** Admission to the program.

**Offered:** Summer.

### COMM 744 | Human Machine Interface | 3 cr

Explores how human and machines effectively engage in decision-making processes by aligning values, ethics, and cognition, and how the design of interfaces affects the social and cultural factors. Cross-listed: MAPS 744.

**Prerequisites:** Admission to the program; MAPS 640 or consent of instructor.

**Offered:** Summer.

### COMM 750 | Digital Media Production | 3 cr

Introduces digital production techniques and technologies appropriate to achieve success in multiplatform workplaces. Develops skills in audio and video production and integrating multimedia projects on social networking platforms.

**Prerequisites:** Admission to the program.

**Offered:** Summer.

### COMM 770 | Enacting Leadership | 3 cr

Explores rhetorical perspectives and practices of leadership, critical followership, and ethics.

**Prerequisites:** Admission to the program.

**Offered:** Spring.

### COMM 775 | Making Your Case: Strategies for Argumentation | 3 cr

Considers argument in the context of theory and practice through a community-based project. Analyzes theoretical foundations for how the exchange of reason influences individuals and collectives in private and public life.

**Prerequisites:** Admission to the program.

**Offered:** Yearly.

### COMM 785 | Public Dialogue | 3 cr

Examines the theory and practice of dialogue as a form of communication. Analyzes a range of perspectives and strategies to gain proficiency as facilitators of the dialogue process.

**Prerequisites:** Admission to the program.

**Offered:** Spring.

### COMM 790 | Special Topics in Professional Communication | 3 cr

Examines selected advanced topics in professional communication. May be repeated for credit with a different topic.

**Prerequisites:** None.

**Offered:** Occasionally.

### COMM 794 | Professional Communication Internship | 3 cr

Combines field experience with a guided, systematic and structured application of communication concepts. Consult graduate director for procedures.

**Prerequisites:** Admission to the program; consent of instructor, department chair.

**Offered:** Fall, Spring, Summer.

**COMM 797 | Comprehensive Exams I | 3 cr**

Provides opportunity to read and organize material in preparation for the required essays.

**Prerequisites:** Admission to the program; consent of instructor.

**Offered:** Fall, Spring, Summer.

**COMM 798 | Comprehensive Exams II | 3 cr**

Provides opportunity to complete two essay exams and participate in oral defense that require reflection and synthesis of the knowledge gained throughout the program and additional research in relevant sub-fields.

**Prerequisites:** Admission to the program; COMM 797; consent of instructor.

**Offered:** Fall, Spring, Summer.

**COMM 799 | Independent Study | 3 cr**

Provides an opportunity for investigation of selected topics in communication.

**Prerequisites:** Admission to the program; consent of instructor, department chair.

**Offered:** Fall, Spring, Summer.