

# COMMUNICATIONS MANAGEMENT, MS

## Contact

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## Program Description

The online Master's Degree in Communications Management is designed for experienced communications professionals who seek advancement to leadership positions. It combines coursework in strategic communications, business management and leadership development to prepare people already working in the communications industry to become its leaders. The curriculum includes courses in strategic digital communications, communications research, managerial accounting and finance, strategic planning, managing for diversity and inclusion, social media and analytics, marketing and content management, media law, and more. Graduates are equipped for management roles in a variety of communications sectors, including corporate communications, agency or consulting work, digital and social media firms, as well as government, non-profit or education organizations.

## Program Requirements

Code	Title	Credits
<b>Newhouse Core</b>		
Courses can be taken in any order.		
PRL 606	Digital Strategic Communications Management	3
MMI 606	Strategic Content Management	3
or PRL 609	Advertising and Public Relations Research Design	
<b>Whitman Core</b>		
Courses must be taken in order.		
MBC 631	Financial Accounting	3
MBC 633	Managerial Finance	3
<b>Balance of Newhouse and Whitman Courses</b>		
These courses are not required to be taken in sequence.		
COM 617	Multimedia Storytelling	3
COM 627	Social Media for Communicators	3
COM 643	Diversity, Incl & Lead in Comm	3
COM 698	Media Law	3
MBC 636	Marketing Management	3
MBC 645	Strategic Management	3
<b>Capstone</b>		
MMI 622	Digital Communications Strategy and Innovation	3
<b>Immersion</b>		

MMI 632	Media Industry Leadership and Change (Enroll in two, 1.5 credits each)	3
<b>Total Credits</b>		<b>36</b>

Variable topics. Topics can include (but are not limited to):

- Artificial Intelligence
- Business Analytics
- Crisis Communications
- Diversity and Inclusion
- Emotional Intelligence, Conflict Resolution and Negotiations
- Ethics
- Leading at the Next Level
- Reputation Management
- Storytelling
- Virtual Reality/Augmented Reality