

COMMUNICATIONS, MS

Contact

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Description

The M.S. in Communications online offers an in-depth study and experience with digital systems, strategies, and emergent trends critical, along with foundational knowledge in media law, applied research, theory and practice essential for successful leadership in the changing media industry. The program is intended for students with bachelor's degrees and/or backgrounds in media and communications, journalism, public relations, advertising, media business management, and related fields. Students may choose from three secondary focus tracks: Journalism Innovation, Media Management, and Strategic Communication.

Part-time study

This is an online program that may be completed on a full-time or part-time basis.

Student Learning Outcomes

Students in the Communications Master's program are expected to achieve the following educational goals:

1. Identify the principles and laws associated with free speech and press for the US, as well as compare the American system of freedom of expression with others around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Apply theories and concepts of design and visual communication to the use and presentation of images and information.
3. Conduct research and/or evaluate information by methods appropriate to the communications professions.
4. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
5. Apply tools and technologies appropriate for the communications professions in which they work.
6. Demonstrate proficiency in tactical application of insights driven by research.

Requirements

The online M.S. in Communications is a 33-credit hour program (ten 3-credit online courses and 3 credit hours of residency).

Code	Title	Credits
Core Courses		
COM 602	Introduction to Digital Communications	3
COM 617	Multimedia Storytelling	3
COM 627	Social Media for Communicators	3
COM 698	Media Law	3
Select one of the following:		3
ADV 609	Advertising and Public Relations Research Design	
MMI 606	Strategic Content Management	
PRL 609	Advertising and Public Relations Research Design	
COM 643	Diversity, Incl & Lead in Comm	3
Capstone		
MMI 622	Digital Communications Strategy and Innovation	3
Residencies		
MMI 632	Media Industry Leadership and Change (1.5 credit(s) Taken twice.)	3
Tracks		
Select one track from below		9
Total Credits		33

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

Tracks (Choose One Track, 9 Credits)

Journalism Innovation

Code	Title	Credits
MND 611	Web and Mobile Story Production	3
MND 612	Data-Driven Journalism	3
MND 613	Emerging Media Platforms	3

Media Management

Code	Title	Credits
COM 629	Advanced Social Media Strategy	3
MMI 612	Digital Communications Systems	3
Select one from the approved list offered from Whitman:		3
EEE 620	Foundations of Entrepreneurship	
MBC 636	Marketing Management	
MBC 645	Strategic Management	
SCM 651	Business Analytics	

Strategic Communication

Code	Title	Credits
ADV 611	Strategic Principles and Practices	3
or PRL 604	Theory and Practice of Public Relations	
Select two of the following:		6

ADV 523 Digital Branding and Strategy

ADV 610 Topics in Specialized Practice

PRL 615 Public Relations Campaign Planning & Execution

PRL 623 Crisis Communications