

MA in Communication Studies: Communication and Leadership Online Option

CGS Agenda Item: 17-98
Effective Fall 2018

Rationale for option: The graduate faculty in Communication Studies are requesting to add a new online option in our MA in Communication Studies program called *Communication and Leadership*. Online MA programs are increasingly attracting students due to flexibility in scheduling for place-bound and/or full-time working students. A new online option in Communication Studies allows us to (1) be competitive with other programs who are currently offering online MA programs, and (2) will help us recruit students interested in advancing their careers while they continue to work full-time. In conjunction with our proposed online option, we are proposing revisions to our existing MA in Communication Studies program to ensure that no additional faculty resources are required at this time.

Option Description: The online option in Communication and Leadership targets working professionals, especially individuals aspiring to leadership roles in their current professions. Effective leadership often depends on effective communication. The online Communication and Leadership option helps students enhance their marketability in today's professional environment through the integration of theory and practice and the development of organizational communication and leadership skills. Some of the skills students will acquire through the online MA program include: Written communication skills, the ability to think critically and create persuasive messages, the ability to gather information, work in teams, problem-solve, and summarize and present information.

The online option for the M.A. in Communication studies is a two-year program that requires 33 semester hours of course work. The curriculum for the M.A. in Communication Studies is prescriptive with set courses for the summer, fall and spring semesters over a two-year period. Students will take 6 semester hours during the summer, fall, and spring semesters (with the exception of the second summer semester in which they will take 3 hours).

Required Courses:

Total Semester Hours: 33 semester hours

Required Courses (33 hours):

CMN5020	Communication Theory
CMN5040	Communication Research
CMN5015	Communication Ethics (New Course)
CMN5190	Leadership Communication (New Course)
CMN5240	Communication Pedagogy
CMN5510	Interpersonal Communication
CMN5520	Social Interaction
CMN5530	Intercultural Communication
CMN5650	Digital Communication (New Course)
CMN5710	Organizational Communication
CMN5740	Small Group and Team Communication (New Course)

Total 33 semester hours

Major GPA based on all Communication Studies courses taken at EIU. The minimum major GPA required for graduation is 3.0.

Online Option for the MA in Communication Studies Sample 2-Year Plan

	Summer	Fall	Spring
Year 1	CMN5020 Com. Theory CMN5040 Com. Research	CMN5510 Interpersonal Comm CMN5015 Comm Ethics	CMN5710 Org. Comm CMN5740 Team/Small Group Com.
Year 2	CMN5020 Com. Theory CMN5040 Com. Research CMN 5240 Comm Pedagogy	CMN5520 Social Interaction CMN5650 Digital Literacy	CMN5190 Leadership Com. CMN5530 Intercultural Com.

Application Process:

- Admission to EIU graduate school
- Complete departmental application to include:
 - Statement of goals explaining why student wants a master's degree in Communication Studies from EIU
 - A writing sample demonstrating preparation for graduate level writing
 - A resume outlining relevant work or academic experience
 - 3 letters of recommendation

Minimum Admission Criteria:

- Applicant must have a Bachelor's degree
- A 3.0 overall GPA is required for admission to the program.
- Students admitted to the Graduate School under provisional status may be admitted to the program with a 3.00 or higher GPA in at least 12 hours of graduate study.

Rolling Admissions:

The online program will use rolling admissions procedures to provide flexibility to students and also allow for fewer course offerings per semester than would a cohort schedule.

Effective Date: Fall 2018

Date approved by the department: November 13, 2017

Date approved by CAHCC: November 29, 2017
Date approved by CGS: 01/16/2018