

# Curriculum and plan of study for 4-semester, 30-hour cohort program

## M.A. in INTEGRATED GLOBAL COMMUNICATION

FIRST FALL	9 HOURS	SPRING	9 HOURS	SUMMER	6 HOURS	FINAL FALL	6 HOURS
<p><b>COM 7100</b> 3 hours <b>SURVEY OF GLOBAL COMMUNICATION</b> An overview of global communication: its modern development and the role of information technology; global communication law and policies, global news and information flow; global communication and culture; communication in transnational and global companies, global public relations and advertising; and issues in global communication.</p> <p><b>COM 7200</b> 3 hours <b>FOUNDATIONS IN COMMUNICATION THEORY AND RESEARCH</b> This course introduces graduate students to three elements that are crucial to success in a graduate program: understanding the role of and approaches to graduate research at KSU; appreciating the importance of the rationale employed to understand ways in which the world around us works in the context of the communication process; and exploring ways to test or make sense of that rationale.</p> <p><b>COM 7300</b> 3 hours <b>INTERNATIONAL PUBLIC RELATIONS</b> An examination of theories of communication and culture in international business environments for the purpose of building public relations policies and practices and integrated communication planning.</p>		<p><b>COM 7400</b> 3 hours <b>COMMUNICATION RESEARCH METHODS</b> Analysis of types of problems, concepts, variables, definitions, designs, measurement techniques, and interpretation of data prevalent in quantitative and qualitative communication research. Includes elementary statistical processes used in data analysis.</p> <p><b>COM 7500</b> 3 hours <b>COMMUNICATION FOR MULTINATIONAL CORPORATIONS</b> An examination of the forms and functions of organizational communication relevant to multinational firms for the purpose of building cooperation, collaboration and coordination across cultural boundaries.</p> <p><b>COM 7600</b> 3 hours <b>COMMUNICATION AND TECHNOLOGY SEMINAR</b> An in-depth exploration of a particular salient issue in global communication or global organizations and its interaction with technology.</p> <p><i>NOTE: Students will submit research proposals for COM 7900 IGC Capstone at the end of the spring semester as partial fulfillment of COM 7400 Communication Research Methods. A final sequence of COM 7400, the SEAM, and COM 7900 is required.</i></p>	<p><b>CHOOSE <u>ONE</u> OF THE FOLLOWING:</b></p> <p><b>COM 7700</b> <b>INTEGRATED GLOBAL COMMUNICATION DIRECTED STUDY</b> Students will conduct individual research abroad under the supervision of a KSU instructor of record.</p> <p><b>COM 7710</b> <b>INTEGRATED GLOBAL COMMUNICATION PRACTICUM</b> Students will work in for-profit companies or public relations/ advertising agencies and nonprofit organizations that have global reach.</p> <p><b>COM 7720</b> <b>INTEGRATED GLOBAL COMMUNICATION STUDY ABROAD</b> Students will participate in one of the many study abroad courses offered through the KSU Education Abroad Office.</p> <p><b>COM 7730</b> <b>INTEGRATED GLOBAL COMMUNICATION STUDY TOUR</b> Students will participate in a two-week tour of communication offices and/or communication agencies in a foreign destination.</p> <p><i>NOTE: All travel expenses are out-of-pocket. Summer tuition for six credit hours must be paid during early registration period.</i></p>	<p><b>COM 6670</b> 3hours <b>CRISIS LEADERSHIP COMMUNICATION</b> Students will address factors involved in decision-making under pressure; training and organizational skills in crisis management communication; and leading in local and transboundary crises through an integrated approach for organizations with different decision-making structures, different resource commitments to crisis preparations and response, and different communication and cultural strategies.</p> <p><b>COM 7900</b> 3 hours <b>INTEGRATED GLOBAL COMMUNICATION CAPSTONE</b> Students work individually or in teams to develop either an original scholarly research project related to global communication, or an integrated global communication professional project for a client. Students meet weekly for instruction and direction with the instructor and recruit a graduate faculty member to be a reviewer/reader for the thesis/project. At the end of the course, all students present their projects in a public forum.</p> <p><i>NOTE: Except for the SEAM, students may take fewer hours per semester than the prescribed course loads (see Sample plans of study for 4, 7 &amp; 10 semesters).</i></p>			