

COMMUNICATION (MA)

Master of Arts in Communication

Unit: College of Arts and Sciences (<http://louisville.edu/artsandsciences/intro/>) (GA)

Department: Communications (<http://commcourses.com/www/>)

Program Website (<http://commcourses.com/www/index.php/master-arts/>)

Academic Plan Code(s): COMMMA

Program Information

The Master of Arts in Communication is a 37 credit hour program. It includes 22 credit hours of foundation and core courses, nine (9) credit hours of electives, and a six (6) credit hour thesis or non-thesis option. The non-thesis option includes a three (3) credit hour practicum and an additional three (3) credit hour elective course.

Degree Summary

Code	Title	Hours
Core Coursework		22
Electives		9
Thesis/Non-thesis Option		6
Minimum Total Hours		37

At least 19 of the 37 credit hours must be in courses at the 600 level.

Upon admission to the program, the student will work with the Director of Graduate Studies to establish a plan of study. After the second semester, students choosing the thesis option will select a mentor who will provide guidance for the thesis and selecting two additional faculty to serve on the thesis committee, one of whom must be outside the Department of Communication. Students choosing the non-thesis option will select a mentor who will provide guidance concerning the practicum and course selection. Students choosing the non-thesis option will take a written comprehensive exam administered by the Communication Department faculty.

Admission Requirements

Students seeking general admission to the program (accelerated or otherwise) will be evaluated based on the following criteria:

1. Demonstrated competency in quantitative and qualitative-based courses.

- Applicants who have completed, or are in the process of completing, a BA or BS in Communication at the University of Louisville must have taken Communication Research Methods or Communication Statistics and earned a grade of B or better.
- Applicants applying for admission from outside of the department and/or UofL must have earned a B or better in a course related to quantitative and/or qualitative research methods.

2. Demonstrated competency in quantitative and qualitative reasoning via an interview with the graduate committee.

3. Three positive letters of recommendation, preferably from relevant faculty who can comment on the applicant's research potential, especially the applicant's qualitative and quantitative reasoning.

- Applicants who have completed, or are in the process of completing, a BA or BS in Communication at the University of Louisville must include a letter of recommendation from a professor who has taught Communication Research Methods or Communication Statistics. This letter should focus on the applicant's quantitative and/or qualitative abilities.
- Applicants applying for admission from outside of our department must include a letter of recommendation from a professor who taught the applicant in a course commensurate to Communication Research Methods that emphasizes quantitative and/or qualitative research methods.

4. A cumulative GPA of 3.0 or higher.

- Students applying to the accelerated master's degree program must have a minimum cumulative GPA of 3.0 after earning 45 credit hours.

5. At least two writing samples that demonstrate competency in the formulation and execution of communication-related research using quantitative, qualitative, and/or rhetorical reasoning. Writing samples should show English language proficiency, meaningful research question (process), theoretical and methodological awareness, thoroughness in research (evidence, data collection), and craft.

Students seeking a teaching or research assistantship will be required to submit official GRE scores. GRE scores will be used exclusively as a metric for determining whether applicants should receive departmental funding and will not necessarily be use as an admission condition.

Applicants need an undergraduate degree in Communication or a related discipline. Conditional admission is possible for students with lower GRE scores and/or undergraduate GPA.

Application materials include:

- An official copy of university transcripts
- Two required writing samples
- Three letters of recommendation
- A graduate admissions application (<http://louisville.edu/graduate/apply/>)
- Application fee
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Program Requirements

Code	Title	Hours
Foundations		
COMM 506	Ethical Problems in Communication	3
COMM 601	Professional Seminar in Communication	1
COMM 605	Communication Theory & Practice	3
COMM 616	Qualitative Communication Research	3
COMM 617	Quantitative Methods in Communication	3
Area 1: Interactional Communication		
Select ONE of the following:		3
COMM 580	Interpersonal Communication	
COMM 590	Health Communication	
COMM 603	Communication Pedagogy	
COMM 620	Organizational Communication	
COMM 625	Personality and Communication	
COMM 650	Corporate Communication	

COMM 675	Risk Communication	
COMM 690	Special Topics	
Area 2: Integrated Communication		
Select ONE of the following:		3
COMM 520	Computer-Mediated Communication	
COMM 530	Science Communication	
COMM 653	Integrated Marketing Communication Campaigns	
COMM 654	Public Relations and Crisis Management	
COMM 660	Selected Topics in Mass Media	
COMM 690	Special Topics (Health Comm Campaign)	
Area 3: Social Advocacy		
Select ONE of the following:		3
COMM 510	Special Topics in Communication Studies	
COMM 540	Public Communication Campaigns	
COMM 555	Persuasive Movements	
COMM 610	Problems of Public Discourse	
COMM 630	Communication and Multiculturalism	
COMM 640	Communication in Social Service	
COMM 651	Conflict Management	
Electives		
Students may concentrate in an area by taking additional area courses as electives. ¹		9
Thesis or Non-Thesis Option		
Select thesis or non-thesis option		6
<i>Thesis</i>		
COMM 698	Thesis (includes oral defense)	
<i>Non-Thesis Option</i>		
COMM 600	Practicum	
5XX or 6XX elective		
Minimum Total Hours		37

¹ Electives include COMM 510; COMM 660; COMM 690. Three (3) credit hours of Practicum or Directed Reading may be taken beyond the courses taken for a non-thesis option. Three (3) credit hours may be taken outside of the Communication Department with the consent of the Faculty Mentor. Additional electives may be outside of Communication with consent of the Director of Graduate Studies.

Pending approval of the department program coordinator, and approval by the Graduate School, a student may transfer up to six (6) credit hours of graduate credit from another institution.

Non-thesis option: Students electing a non-thesis option will complete the 37 credit hours specified above, with two differences. Students who select the non-thesis option will substitute one 600-level practicum and one elective for the six (6) credit hours of thesis. The non-thesis option also will include a Comprehensive Examination administered by Department Faculty.

Experiential Component

The Master of Arts does not require an experiential component. However, students may choose to do a practicum in a private business, community organization, or government agency that deals with communication. Students may complete the practicum in two ways. A student may turn current work or volunteer experience into a research project, or a student not previously affiliated with the practicum site may develop a project useful to the organization. In both cases, the student will work with a Communication Department faculty member to shape the project and will write a formal paper dealing with the project. Students who choose the practicum will be applying knowledge acquired in Communication coursework directly to area needs, thus serving the community and helping to build stronger university/community ties.