

MASTER COMMUNICATIONLEADERSHIP (MCL)

MCL 201. COMM LEADERSHIP STRATEGIES. (3 Credits)

Analyzes the distinction between management and leadership; defines the role of leaders in society, particularly in communication; and explains and expands communication leadership models. Offered fall semester.

Level: Graduate, Law

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment limited to students in the JO_MCL program.

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 202. COMMUNICATIONS SOCIAL RESP. (3 Credits)

The ethics and policy of information management, including the legal and philosophic aspects of the information Age. Pre-req MCL 201. Offered spring semester.

Level: Graduate

Prerequisite(s): MCL 201

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 203. APPLIED COMM THEORY & RESEARCH. (3 Credits)

What research tells us about how to communicate effectively to employees, employers, and publics outside of the organization; how to use research to gain insight into the organization; and practical data analysis. Pre-reqs: MCL 201, 202, 205. Offered fall semester.

Level: Graduate

Prerequisite(s): MCL 201 and MCL 202 and MCL 205

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 204. INNOVATION/CHANGE IN CONT COMM. (3 Credits)

This case-studies course focuses on two sources of discussion: visits from local communications professionals who share their problem-solving tactics; and readings on national communications leadership issues. The final project will be the development of a comprehensive report on successful communication tactics, using case studies from visitors and readings. Pre-reqs: MC 201, 202, 203. Offered spring semester.

Level: Graduate

Prerequisite(s): MCL 201 and MCL 202 and MCL 203

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 205. FIN LITERACY FOR COMM LEADERS. (1.5 Credits)

How to prepare, implement, and maintain a budget; understanding cost controls and income generation; modifying financial needs based on economic change, all from the perspective of a communications leader. Offered summer semester.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 206. EMERGING MEDIA STRATEGIES. (1.5 Credits)

Leading online and digital staffs into a future of unknown technology and change. Offered summer semester.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 207. COMM LEADERSHIP CAPSTONE. (3 Credits)

Application of all course material to a communications problem; students can also apply to write a thesis. Pre-reqs: MCL 201, 202, 203, 204, 205, 206. Offered summer semester.

Level: Graduate

Prerequisite(s): MCL 204 and MCL 205 and MCL 206

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

MCL 260. MCL INDEPENDENT STUDY. (1-3 Credits)

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Web Instructed

Area(s) of Inquiry: None

MCL 299. SPECIAL TOPICS. (1.5,3 Credits)

A mix of courses offered on a revolving schedule, on topics such as Women and Leadership; Translating Leadership Into the Written Word; Crisis Communication; Organizational Management; The Mentor Gap; Reinvention Strategies; Employee Communications; Leading Diverse Populations; Creativity Seminar; Small Group Dynamics; Leading Technological Change; Preparing Written Reports and Oral Presentations.

Level: Graduate

Prerequisite(s): None

Corequisite(s): None

Restrictions:

Enrollment is limited to Graduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lab, Lecture, Web Instructed

Area(s) of Inquiry: None