

MASTER OF COMMUNICATION

Program Overview

The online Master of Communication degree consists of 33 credit hours and can be completed in just one year. The interdisciplinary curriculum provides a well-rounded education in communications and related fields, including business, law, marketing, and public policy. Students can align their degree with their career goals by choosing one of these three unique tracks:

Brand Communication – Learn how to reach a target audience strategically, creatively, and effectively by building your digital media marketing skillset.

Communication Leadership – Sharpen your leadership and multimedia communication skills with classes in research, leadership theory, professional ethics, innovation, digital strategies, and financial literacy.

Public Affairs & Advocacy – Learn how to navigate the world of politics, legislation, public policy, and advocacy with foundational coursework in research, professional ethics, advanced writing, public affairs and advocacy, speechwriting, and legislation.

Program Requirements

Code	Title	Hours
Brand Communication Track		
MAC 202	SOCIAL RESPONSIBILITY IN COMMUNICATION	3
MAC 203	APPLIED COMMUNICATION THEORY AND RESEARCH	3
MAC 204	INNOVATION AND CHANGE IN COMMUNICATION	3
MAC 206	DIGITAL MEDIA STRATEGIES	3
MAC 207	ADVANCED WRITING AND MESSAGE DESIGN	3
MAC 210	VISUAL COMMUNICATION	3
MAC 217	MA COMMUNICATION CAPSTONE	3
Digital Storytelling Electives		9
Additional Electives		3

Code	Title	Hours
Communication Leadership Track		
MAC 201	COMMUNICATION LEADERSHIP STRATEGIES	3
MAC 202	SOCIAL RESPONSIBILITY IN COMMUNICATION	3
MAC 203	APPLIED COMMUNICATION THEORY AND RESEARCH	3
MAC 204	INNOVATION AND CHANGE IN COMMUNICATION	3
MAC 205	FINANCIAL LITERACY FOR COMMUNICATION LEADERS	3
MAC 206	DIGITAL MEDIA STRATEGIES	3
MAC 217	MA COMMUNICATION CAPSTONE	3
Business Electives		9
Additional Electives		3

Code	Title	Hours
Public Affairs and Advocacy Track		
MAC 202	SOCIAL RESPONSIBILITY IN COMMUNICATION	3
MAC 203	APPLIED COMMUNICATION THEORY AND RESEARCH	3

MAC 207	ADVANCED WRITING AND MESSAGE DESIGN	3
MAC 208	PUBLIC AFFAIRS AND ADVOCACY	3
MAC 209	PERSUASIVE SPEECHWRITING STRATEGIES	3
MAC 211	NAVIGATING LEGISLATIVE PROCESS	3
MAC 218	MA COMMUNICATION CAPSTONE	3
Policy Electives		9
Additional Electives		3

Code	Title	Hours
Electives		
BLAW 240	COMMERCIAL LAW	3
BLAW 250	THE LAW OF BUSINESS ORGANIZATIONS	3
MAC 220	DIGITAL STORYTELLING SPECIAL TOPICS	3
MAC 221	DIGITAL STORYTELLING	3
MAC 222	EMERGING MEDIA	3
MAC 223	MULTIMEDIA COMMUNICATION	3
MAC 224	CONTENT MARKETING IN THE DIGITAL LANDSCAPE	3
MAC 231	POLICIES ON AGING IN THE UNITED STATES	3
MAC 232	US EDUCATION POLICY	3
MAC 233	ENVIRONMENTAL POLICY	3
MAC 234	US LABOR POLICY	3