

# MASTERS ART COMMUNICATION (MAC)

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## MAC 2--. MAC-GRAD ELECT. (1-10 Credits)

Graduate Level Coursework in Masters Art Communication

**Level:** Graduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## MAC 201. COMMUNICATION LEADERSHIP STRATEGIES. (3 Credits)

This course helps you develop and implement your own leadership models. Throughout the MAC program, we will take an applied approach to building communication leadership skills that will help solve the problems of the present and an increasingly complex future. Leadership in the mass communication professions requires an understanding and application of the traits and skills of leaders and effective communicators. Leaders in the mass communication professions have a direct impact upon the strategies and effectiveness of leaders in every area. This course revisits the distinction between management and leadership and analyzes the need for and role of leaders in society, specifically in the communication professions. Participants will enhance their knowledge in the areas of developing and maintaining trust and credibility, sharing leadership, expanding depth and breadth of perspective, and strategic planning. We will survey and build upon the rapidly growing body of knowledge regarding effective leadership.

**Level:** Graduate, Law

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to Graduate level students.

**Primary grade mode:** Standard Letter

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

**Area(s) of Inquiry:** None

## MAC 202. SOCIAL RESPONSIBILITY IN COMMUNICATION. (3 Credits)

In this course, you will explore the ethics, policies, and responsibilities associated with communication, including the philosophical and legal aspects. You will examine yourself, your organization, and your industry, all with a focus on the role of communications in leadership and social responsibility.

**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, Web Instructed

**Area(s) of Inquiry:** None

## MAC 203. APPLIED COMMUNICATION THEORY AND RESEARCH. (3 Credits)

This course will help students apply communications theory and research to leadership problems. Communication theory is based on research and, in turn, leads to more research. This process helps develop informed strategy, monitor communication programs, and evaluate overall communication effectiveness. Students are recommended to register for this class in Term 1 and then MAC 217: MAC Capstone in Term 2. Both courses (MAC 203 and MAC 217) should be completed in the final terms of their program.

**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, Web Instructed

**Area(s) of Inquiry:** None

## MAC 204. INNOVATION AND CHANGE IN COMMUNICATION. (3 Credits)

In today's world, change is constant; innovation is essential for effectively leading change. The successful communications leader helps move an organization and its mission forward, but resists change for the sake of change. In this course, we take an applied approach to building innovation competencies that will help solve problems of the present and of an increasingly complex future. By analyzing the methods others use to address challenges and drive change, you will better understand the important role of innovation in communications leadership. You will also understand the skills and steps necessary to effectively lead change within your organization and industry, as well as your community.

**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, Web Instructed

**Area(s) of Inquiry:** None

## MAC 205. FINANCIAL LITERACY FOR COMMUNICATION LEADERS. (3 Credits)

This course explores the role of financial management in communication leadership, focusing on core skills and practical application. You will analyze and interpret financial reports and statements, examine and discuss impacts on budgeting and forecasting, and develop meaningful messages about financial metrics to help inform employees, executives and the public.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 206. DIGITAL MEDIA STRATEGIES. (3 Credits)**

In this course, students will analyze and evaluate social media and web/mobile strategies and analytics.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 207. ADVANCED WRITING AND MESSAGE DESIGN. (3 Credits)**

In this course, students will learn the strengths and weaknesses of their writing; build their strengths and reduce their weaknesses through writing workshops; determine their unique message; research the best medium for that message; and develop unique market-appropriate content presented in a professional package that effectively communicates a meaningful message.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 208. PUBLIC AFFAIRS AND ADVOCACY. (3 Credits)**

This course examines the key skills required for work in government relations or public affairs in corporate and nonprofit settings, at the local, state, and national levels. This includes: the fundamentals of the lobbyist/client/legislator relationship and how professionals can effectively communicate with the many audiences involved in the process; the development and implementation of effective advocacy strategies and campaigns in the public policy arena; and ways to affect regulatory/policy changes on behalf of organizations.

**Level:** Graduate, Law

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Enrollment is limited to Graduate level students.

**Primary grade mode:** Standard Letter

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

**Area(s) of Inquiry:** None

**MAC 209. PERSUASIVE SPEECHWRITING STRATEGIES. (3 Credits)**

This course will provide an overview of the strategy and practice of professional speechwriting. Through evaluation and practice, students will learn to apply sound communication strategy to speeches written to be delivered by the writer or by a third party. Students will analyze examples of textual speeches and delivered prepared remarks to evaluate effectiveness, and then will apply this learning to writing speeches within the context of students' employers/work or interests.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 210. VISUAL COMMUNICATION. (3 Credits)**

This six-week class will provide students with an understanding of the principles of design as they apply to both print and digital delivery. Through individual work, discussion groups and one collaborative project, students will evaluate how a company or organization (ideally their own) applies the principles of design to existing materials to accomplish communication. The technological tools used to create such materials will be explored and, finally, students will propose and create a project to fill a communication need.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 211. NAVIGATING LEGISLATIVE PROCESS. (3 Credits)**

This course will provide students with an understanding of the legislative process – particularly the U.S. Congress – with emphases on the organization and structure that facilitate policymaking. We will examine the role legislatures play in society, and the electoral and government structures that support this important branch of government. This course focuses on practical application of a robust understanding of the legislative process for use in advocacy and governing.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 212. COMMUNICATION, CULTURE, AND LEADERSHIP. (3 Credits)**

We'll begin by summarizing historical foundations of the study Intercultural Communication, and then cover introductory material on the major theoretical perspectives and methods commonly used in inquiry about culture and communication. You'll have the opportunity to develop and/or expand your ability to analyze the role of culture(s) and communicative texts by completing several course activities. These will also allow you to apply diverse theoretical perspectives and methodological approaches to selected research problems. You'll leave the course having been exposed to a range of ways to understand and study culture(s) and communication. The course will be taught as an online seminar and our discussions and assignments will focus on building a glossary of important concepts, surveying, critiquing, and recommending how to strengthen existing research, and applying research to relevant concepts.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 217. MA COMMUNICATION CAPSTONE. (3 Credits)**

In this final course of the Master of Arts in Communication program, students will apply material from throughout the MAC program to a specific communications leadership, brand management, public policy or science and health-related problem through a comprehensive, in-depth, professional quality project that demonstrates leadership, including a publication launch, communications agency, response plan, department strategy redevelopment, or branch repositioning.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 218. MA COMMUNICATION CAPSTONE. (3 Credits)**

In this final course of the Master of Arts in Communication program, students will apply material from throughout the MAC program to a specific communications leadership, brand management, public policy or science and health-related problem through a comprehensive, in-depth, professional quality project that demonstrates leadership, including a publication launch, communications agency, response plan, department strategy redevelopment, or branch repositioning.

**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

**MAC 220. DIGITAL STORYTELLING SPECIAL TOPICS. (3 Credits)**

These courses are Digital Storytelling Electives offered on a temporary basis or before being added permanently to the curriculum.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 221. DIGITAL STORYTELLING. (3 Credits)**

This class will introduce students to the concepts of storytelling and digital storytelling. Students will both evaluate and create projects using digital storytelling tools.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 222. EMERGING MEDIA. (3 Credits)**

This workshop examines the challenges associated with emerging technologies, balancing the idealism of long-term strategy with the reality of day-to-day operations. You will think about how you can introduce emerging technologies in your business organization. And you'll create two plans to do just that - one as part of a team and one on your own. You will also share and examine insights about tackling roadblocks to technological innovation and implementation.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 223. MULTIMEDIA COMMUNICATION. (3 Credits)**

Students in this workshop will learn how to tell stories using multimedia (photos and videos). They will evaluate how a company (ideally their own) uses multimedia, and they will create a plan for how that company should use multimedia in the future. Finally, students will get hands-on and create a video using tools they already own.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 224. CONTENT MARKETING IN THE DIGITAL LANDSCAPE. (3 Credits)**

This online class will teach students current best practices for creating content for digital delivery. Students will be able to use best practices for creating content on social media, websites, and blogs. They will create both sample and real content for those mediums.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 230. POLICY SPECIAL TOPICS. (3 Credits)**

These courses are Policy Electives offered on a temporary basis or before begin added permanently to the curriculum.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 231. POLICIES ON AGING IN THE UNITED STATES. (3 Credits)**

This course explores the ways in which policies related to aging - retirement security, long-term care, health-care, housing, and community support - have evolved, and examines the direction of these policies going forward. We will review the policy process, and discuss the different roles played by elected officials, lobbyists, the general public, private industry, and government. The course will also focus on advocacy, including how aging policy issues are framed, different perspectives on controversial issues, and potential for collaboration. This course is not an elder law course - while we will review regulation and some court decisions, the focus will remain on policy and advocacy.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 232. US EDUCATION POLICY. (3 Credits)**

This course explores the ways in which policies related to education in the United States have evolved, and examines the direction of these policies going forward. There will be particular emphasis on K-12 public education policy. We will review the policy process, and discuss the different roles played by elected officials, lobbyists, the general public, private industry, and government. The course will also focus on advocacy, including how educational policy issues are framed, different perspectives on controversial issues, and potential for collaboration. This course is not an education law course - while we will review regulation and some court decisions, the focus will remain on policy and advocacy.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 233. ENVIRONMENTAL POLICY. (3 Credits)**

This course explores the ways in which policies related to the environment - natural resources, energy, climate, conservation, and regulation - have evolved, and examines the direction of these policies going forward. We will review the policy process, and discuss the different roles played by elected officials, lobbyists, the general public, private industry, and government. The course will also focus on advocacy, including how environmental issues are framed, different perspectives on controversial issues, and potential for collaboration. We'll examine the concept and application of environmental justice, and discuss its policy implications. This course is not an environmental law course - while we will review regulation and some course decisions, the focus will remain on policy and advocacy. This course is also not about taking sides or ""solving"" the political controversy surrounding issues related to the environment. Rather, we will discuss, debate, explore, and try to synthesize issues in ways that can affect policy change - whatever change that may be."

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 234. US LABOR POLICY. (3 Credits)**

This course explores the ways in which policies related to working and labor in the United States have evolved, and examines the direction of these policies going forward. We will review the policy process, and discuss the different roles played by elected officials, lobbyists, the general public, private industry, and government. The course will also focus on advocacy, including how labor policy issues are framed, different perspectives on controversial issues, and potential for collaboration. This course is not a labor law course - while we will review regulation and some court decisions, the focus will remain on policy and advocacy.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 240. BUSINESS SPECIAL TOPICS. (3 Credits)**

These courses are Business Electives offered on a temporary basis or before begin added permanently to the curriculum.

**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, Web Instructed

**Area(s) of Inquiry:** None

**MAC 250. HEALTH AND SCIENCE SPECIAL TOPICS. (3 Credits)**

These courses are Health & Sciences Electives offered on a temporary basis or before being added permanently to the curriculum.

**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

**MAC 260. MAC 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

**MAC 290. INTERNSHIP. (1-3 Credits)**

**Level:** Graduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter with IP

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

**Area(s) of Inquiry:** None