

# MASTER COMMUNICATIONLEADERSHIP (MCL)

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## **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