

## Major Course Requirements

*Pending WSCUC Approval.*

*A minimum of 43 hours*

► **Core Requirements (28 hours):**

COMM 510	Interpersonal and Nonverbal Communication	5
COMM 511	Professional Presentations and Speaking	2
COMM 512	Social Media Strategy and Content Marketing	3
COMM 513	Cross-Cultural Communication	5
COMM 514	Research Methods	5
COMM 591	Capstone Project	5
RELP 520	Integrating Faith and Leadership	3

► **Emphases (choose one):**

**1. Communication Research Emphasis**

*15 hours from the following courses:*

COMM 521	Communication Theory and Ethics	5
COMM 522	Rhetorical Criticism & Persuasion	5
COMM 523	Comm. Dynamics in Organizational Settings	5
COMM 594	Communication Study Tour	2-5

**2. Strategic Communication Emphasis**

*15 hours from the following courses:*

COMM 531	Strategic Communication Theory & Practice	5
COMM 532	Digital Media Tools & Techniques	5
COMM 533	Data Analytics for Communicators	5
COMM 594	Communication Study Tour	2-5

**3. Health Communication Emphasis**

*15 hours from the following courses:*

COMM 541	Crisis Communication in Healthcare	5
COMM 542	Health Communication Messaging	5
COMM 543	Digital Media & Public Health Advocacy	5
COMM 585	Hlthcr. Org. Leadership & Strategic Planning	5
or HADM 585		

## For More Information

Communication Department  
Online M.A. Program  
707-965-6437

Website: [www.puc.edu/academics/departments/communication](http://www.puc.edu/academics/departments/communication)

## Admission Information

**Admission to the M.A. of Communication Program:**

All potential students, including former Pacific Union College students, must apply for admission to the M.A. of Communication program. The application will be considered once official postsecondary transcripts and other requested materials have been filed with the PUC Admissions office. The Admissions Office will coordinate with the Communication Department for review of the application and will notify the applicant of the action taken.

Admission is determined by the Communication Department faculty on the basis of credentials held, recommendations, and former academic performance. The college reserves the right to cancel the acceptance of any person for graduate study should further evidence indicate that they do not adequately meet requirements for the M.A. program.

**Prerequisites for admission to the M.A. Program**

1. Admission to Pacific Union College
2. Baccalaureate Degree
3. Submission of a graduate application that includes the following:
  - a.) Online application form
  - b.) Application fee of \$25 (non-refundable)
  - c.) Two recommendations
  - d.) Official transcripts from all institutions attended
  - e.) A minimum cumulative undergraduate GPA of 3.0 and official scores from the GMAT taken within the past five years. Note: With Communication Department approval, applicants may be admitted without the GMAT if they have a cumulative GPA of at least 3.25 or if they have at least five years of full-time communication experience.

**International Student Admission**

International students must meet all prerequisites for admission as outlined above. Additionally, international students must provide an official GMAT score (taken within the past 5 years) regardless of undergraduate GPA or work experience. International applicants must also provide a TOEFL score of at least 100 (Internet-based) as a prerequisite for admission.

**Provisional Admission**

On rare occasions, the Communication Department faculty may provisionally accept a student based on their academic background. A student accepted on an academic provisional basis may be admitted to regular status upon the completion of 18 credit hours taken through PUC with a minimum grade of B in each course. Students are not permitted to repeat courses in order to satisfy this requirement. Students who do not satisfy this requirement will not be permitted to continue in the program.

## Student Learning Outcomes

### **Graduates of the Communication Research emphasis will:**

- Evaluate and apply qualitative and quantitative research methods to communication studies.
- Critically analyze and interpret rhetorical and media texts to understand persuasive strategies and societal impact.
- Synthesize communication theories and ethical frameworks to inform scholarly and professional practice.
- Conduct original research that contributes to the field of communication and addresses contemporary issues.
- Present research findings effectively in both academic and professional settings.

### **Graduates of the Strategic Communication emphasis will:**

- Develop and execute strategic communication plans that align with organizational goals and audience needs.
- Utilize digital media tools, social media platforms, and data analytics to optimize communication strategies.
- Design and evaluate persuasive campaigns using evidence-based messaging and branding principles.
- Apply crisis communication strategies to manage public perception and organizational reputation.
- Integrate ethical decision-making and leadership principles into strategic communication initiatives.

### **Graduates of the Health Communication emphasis will:**

- Design and implement health communication campaigns to promote public health and wellness.
- Analyze and apply communication strategies for crisis management in healthcare settings.
- Utilize data analytics to assess health communication effectiveness and patient engagement.
- Collaborate with healthcare professionals to enhance organizational communication and patient education.
- Advocate for ethical and culturally competent health messaging that addresses diverse populations.

## Program Structure

### **Calendar and Timeline**

The M.A. program is offered online. Courses are taught in eleven-week terms in the fall, winter, and spring.

Full-time students enroll for 10 credits, 2-3 courses, per regular term. Part-time students enroll for 5 credits, 1-2 courses, per regular term. Students who are working full time should plan to enroll on a part-time basis. The course requirements are rigorous; students should expect to spend approximately 11 hours per week per course during regular 11-week terms.

Your individual course schedule and timeline is highly flexible to accommodate your individual needs. Once you are accepted to the program, you will be assigned a graduate advisor from the Communication Department faculty. Your advisor will work with you to construct an acceptable Program of Studies.

Full-time students who have met all prerequisites can finish in as little as 18 months. Part-time students taking one course per

term during fall, winter and spring may take as long as five years to complete the program.

## Graduation Information

### **Residency and Time Limits**

Degree must be completed within 5 years.

Submission of Degree Completion Application must be completed within the penultimate quarter of a student's anticipated graduation date.

### **The Program of Studies**

Each student will be assigned a graduate advisor from the Communication Department faculty. The student will work with their advisor to construct an acceptable Program of Studies. The advisor and the department chair will work collaboratively to monitor progress during the period of graduate study.

The Program of Studies must provide for the following:

1. removal of any undergraduate deficiencies
3. completion of all requirements for the degree
2. sequencing of course work so that all requirements are completed within the five-year limit

### **Requirements for Graduation with the M.A. in Communication**

1. Complete 43 hours
2. A maximum of 25% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Pacific Union College on the same academic level (11 credit hours)
3. Minimum of 3.25 GPA
4. No more than two grades of C may be applied to the degree (includes grades of C+ & C-)