Communication Management, M.S.

SCHOOL OF MEDIA AND COMMUNICATION (http://smc.temple.edu)

About the Program

The M.S. in Communication Management is a professionally oriented degree offering students advanced skills to apply strategic communication as part of the leadership team. The program focuses on strategic and management aspects of communication that include articulating a mission, developing leadership skills to manage a staff, formulating message strategies, understanding research into public opinion, and designing information campaigns to achieve an organization’s goals.

Time Limit for Degree Completion: 5 years

Campus Location: Main, Center City

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Interdisciplinary Study: Since policy, business, and culture shape and are shaped by communications, students are encouraged to undertake coursework in other areas of expertise that are relevant to their career plans.

Job Prospects: Graduates of the M.S. in Communication Management program have developed their expertise in strategic public relations, organizational communication, and government and political communication. They are prepared to serve in both the profit and not-for-profit sectors, as well as in local, national, and global contexts.

Non-Matriculated Student Policy: Non-matriculated students may take up to 9 credits before submitting an application.

Financing Opportunities: Funding is currently not available for this program.

Admission Requirements and Deadlines

Application Deadline:

Fall: February 15
Spring: November 1

Applications are processed as they arrive up to the deadline date.

APPLY ONLINE to this graduate program.

Letters of Reference:
Number Required: 2

From Whom: Letters of recommendation should be obtained from evaluators who are able to provide insight into the applicant's potential for professional achievement and aptitude for graduate study.

Bachelor's Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the baccalaureate degree at Temple University.

Statement of Goals: Include your special interests within the discipline and expectations for the program.

Standardized Test Scores:
GRE: Required. Scores at or above the 65th percentile are expected.

TOEFL: 105 iBT or 620 PBT minimum

Resume: Current resume or curriculum vitae required.

Other Requirements: Submission of writing or research samples is optional.

Program Requirements

General Program Requirements:
Number of Didactic Credits Required Beyond the Baccalaureate: 36

Required Courses:
### Core Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>STRC 8101</td>
<td>Communication Management Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>STRC 8102</td>
<td>Legal Issues in Communication Management</td>
<td>3</td>
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<tr>
<td>STRC 8103</td>
<td>Organizational Communication</td>
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<td>STRC 8105</td>
<td>Social Responsibility in Corporations and Not-for-Profit Organizations</td>
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### Electives

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
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<td></td>
<td>Electives</td>
<td>21</td>
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### Capstone Course

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRC 9101</td>
<td>Capstone Project in Communication Management</td>
<td>3</td>
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### Total Credit Hours

| Total Credit Hours | 36 |

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Electives may be chosen from course offerings within the M.S. program; from other degree programs within the School of Media and Communication; or from programs across the University, up to a maximum of 12 credits outside SMC.

### Culminating Events:

**Capstone Project:**

STRC 9101 Capstone Project in Communication Management, which completes the degree, requires students to analyze in depth a professional issue in communication management, either at their current place of employment or as derived from public sources such as the media. This 50-page project allows students during their final academic term to reflect on and summarize relevant concepts, practices, and readings from their entire course of study.

### Contacts

**Program Web Address:**

http://smc.temple.edu/strc/graduate-program

**Department Information:**

Dept. of Strategic Communication  
216 Weiss Hall (265-65)  
1701 N. 13th Street  
Philadelphia, PA 19122-6085  
nmckenna@temple.edu  
215-204-1497

**Mailing Address for Application Materials:**

School of Media and Communication  
344 Annenberg Hall (011-00)  
2020 N. 13th Street  
Philadelphia, PA 19122-6080

**Department Contacts:**

**Admissions:**  
Nicole McKenna  
nmckenna@temple.edu  
215-204-1497

**Program Coordinator:**  
Guillermo Caliendo  
gcaliendo@temple.edu  
215-204-0656

**Chairperson:**  
R. Lance Holbert  
r.lance.holbert@temple.edu  
215-204-3152
Courses

STRC 5001. Communicating Organizational Leadership. 3 Credit Hours.
This course focuses on reaching your leadership potential by assessing personal leadership styles and strengthening them through effective communication. You will understand how subtleties in communication and relationship management may have a huge impact on how an organization is run, defined and perceived. We will examine the forms of power and influence and how to become a trusted advisor with senior executives. This course is designed to help you shape a better future for yourself and the communities you serve.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5002. Leadership in Crises and Conflict Management. 3 Credit Hours.
Crisis and conflict can sharpen the thinking of your teammates, spark creativity and galvanize a virtual dispersed team. Or it can leave teammates speechless, defensive, squabbling and discouraged. Your leadership can make the difference. This course will show you how to step in, reach out and take charge of contentious issues, whether they surface in live meetings, e-mail volleys or teleconferences. It will equip you to surface the "real issues" that need to be faced and resolved, before they create a crisis. It will show you how to bridge cultural, personality, age, gender and professional differences to get the best of each other’s thinking. And do all of this in a way that increases your credibility and advances your career.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5003. Leading Diverse Teams. 3 Credit Hours.
This program consists of 7 sessions designed to prepare individuals to both lead with pragmatic skills and, in addition, develop a theoretical understanding of the cultural, social, and communication dynamics at play within a highly diverse team environment. The program will provide a rigorous theoretical framework for understanding how to work with a dynamic and diverse cross section of people who are brought together with specific skills and expertise to design and implement major organizational initiatives. Further, participants will be exposed to specific organizing structures that are used, including employees working together in multi-function, cross-geography and cross time zone teams. People within such organizations are expected to collaborate both online and face to face. The key to success is the degree to which a leader "reads" the team and leads by adapting communication and leadership behavior to provide focus on goals and structures and on team dynamics – the complex human issues that emerge when employees are required to work together as a well functioning team. This program prepares participants by providing a solid theoretical foundation while also focusing on practical day to day skills.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5004. Cross-Cultural Leadership. 3 Credit Hours.
This course takes a communication approach to addressing the challenges and opportunities created by local and global leaders in fostering cross-cultural perspectives: providing a framework for looking at culture and leadership from a communication perspective; looking at the role of leadership in developing the needed competencies among organizational members for successful cross-cultural communications; and, proposing strategies for developing and maintaining cross-cultural communications for successful global undertakings.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5800. Spec Topics in Comm Mgmt. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 8101. Communication Management Research Methods. 3 Credit Hours.
Types and methods of research applied in communication settings, including market research, surveys, interviews, content analysis, focus groups, audience analysis, and campaign testing. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8102. Legal Issues in Communication Management. 3 Credit Hours.
Grounding in legal issues that bear on communication: governmental regulation of speech; deceptive advertising; product liability class action; defamation and commercial speech; publicity and privacy; trademarks, patents, trade secrets, and copyrights; obscenity and indecency; journalistic privilege, free press, fair trial, and access to information. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8103. Organizational Communication. 3 Credit Hours.
Classical and contemporary theories of management and communication and their implications for communication management. This course addresses topics such as organizational culture and identification, organizational change, and power/control in organizations. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
STRC 8105. Social Responsibility in Corporations and Not-for-Profit Organizations. 3 Credit Hours.
Students will critically examine ethical issues associated with social responsibility of corporations and not-for-profit organizations to local, regional, and
global stakeholders -- and to the environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8800. Spec Topics in Comm Mgmt. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 8985. Teach in Higher Ed:Comm. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9001. Crisis Communication and Issue Management. 3 Credit Hours.
This course examines a wide range of issues and crises, including natural and man-made disasters, defective products, executive malfeasance, and
activism. It focuses on managing issues before they become crises, mediating conflict with various publics, putting together a crisis plan, dealing with the
unexpected during a crisis, and rectifying long-term effects of crises.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9002. Financial Communication. 2 Credit Hours.
Designed to cover nonprofits, private companies and government entities, this course examines the structure of the capital markets, the legal and
regulatory climate, and the tactics of financial communications, including annual reports, shareholder meetings, and investor relations web sites.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9004. Government Relations and Lobbying. 3 Credit Hours.
This course examines the government relations and lobbying functions within non-profit and publicly traded organizations, including corporations,
special interest groups, and other organizations. It covers the history of lobbying, different types of lobbying and lobbyists, the role of lobbying within a
democratic government, and building a career in government relations. This is a hands-on course; student projects include lobbying a state or federal
issue.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9005. International Communication Management. 3 Credit Hours.
This multidisciplinary course examines how communication is practiced in different nations and regions of the world, and how best to reach culturally
and politically diverse publics. It uses a case study approach and draws from international public relations, integrated marketing communication, social
marketing, development and participatory communication, public diplomacy, and international crisis response. Students specialize in a particular nation,
culture, or region of their choice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9006. Reaching Diverse Audiences. 3 Credit Hours.
Communication professionals need to understand and reach audiences characterized by diverse qualities including race, socio-economic status, gender,
religion, cultural background, region, and community. This speaker-driven, hands-on course introduces techniques to reach and influence diverse
audiences; students design a communication campaign for a client group of their choice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9007. Speech Writing. 3 Credit Hours.
This seminar/practicum is designed to improve personal public speaking skills and writing for a client, including extemporaneous and manuscript
speeches. It covers basic concepts in rhetorical theory, speech criticism, and public speaking. Students will analyze and critique a variety of speeches
(business/corporate, political, and ceremonial); they will write and deliver speeches as individuals and as members of a speechwriting team.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9009. Reputation-Image-Identity. 3 Credit Hours.
This course examines elements of organizational (corporate and non-corporate) reputation; how to build, support, and maintain it through strategic
communications; the value of reputation; threats to organizational reputation and how to respond to them. Through readings, speakers, and case
studies, students will be able to plan, manage, and evaluate reputation and image programs across a variety of for-profit and not-for-profit organizations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
STRC 9011. Grant and Proposal Writing. 3 Credit Hours.
This course covers funding for both academic and non-profit projects, from both government and private sources. It teaches students how to research funding sources, target a proposal to funders’ interests, budget a project, and write a proposal. During the course, each student will develop a complete proposal for submission to a specific funder.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9020. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9030. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9044. Directed Readings in Communication Management. 1 to 3 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9045. Directed Projects in Communication Management. 1 to 3 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9054. Directed Readings in Communication. 1 to 4 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9055. Directed Projects in Communication. 1 to 8 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9101. Capstone Project in Communication Management. 3 Credit Hours.
In-depth, original analysis of a professional issue in communication management. Required of all MS students in their final semester.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9800. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.