

Communication Management MS

LEW KLEIN COLLEGE OF MEDIA AND COMMUNICATION

Learn more about the Master of Science in Communication Management.

About the Program

The MS in Communication Management is designed for professionals who want to gain a deeper understanding of communication strategies and practices that are essential for success in today's fast-paced, interconnected world. Whether an individual is just starting out or looking to advance their career, this program provides the expertise needed to lead effectively in a variety of communication-focused roles.

The program is grounded in both theory and real-world application. The curriculum explores key areas like audience analysis, emerging media strategies, organizational communication, and data-driven decision making. These are essential skills for managing communication campaigns, handling crisis situations, and driving organizational success.

The program emphasizes strategic communication both within organizations and in the public sphere, preparing students to handle complex challenges like crisis management, conflict resolution, and navigating communication in diverse, global environments.

Time Limit for Degree Completion: 4 years

Campus Location: Online

Full-Time/Part-Time Status: The online program, which can be completed on a full- or part-time basis, is designed to be completed in one year. All courses are offered for seven weeks in synchronous or asynchronous formats, can be taken in any order, and have no prerequisites.

Areas of Specialization:

To tailor their studies to career interests, students may choose from three specialized concentrations:

- Conflict Management and Dispute Resolution
- Public Relations
- Strategic Communication and Cross-Cultural Leadership

These concentrations are designed to deepen expertise and will be displayed on a student's transcript upon graduation

Job Prospects: The MS in Communication Management program prepares graduates to take on high-level communication roles across industries such as corporate, nonprofit, government, and public relations. Whether leading communication strategies for a global corporation or advocating for a social cause, this program gives students the tools to make an impact in any field and tackle complex communication challenges. Examples of possible career paths upon program completion include:

- Crisis Communication Specialist
- Public Relations Manager/Director
- Corporate Communications Manager
- Conflict Resolution Specialist
- Cross-Cultural Communication Consultant
- Social Media Strategist
- Government/Public Affairs Specialist
- Nonprofit Communication Director
- Employee Engagement Specialist
- Communication Consultant

Non-Matriculated Student Policy: Non-matriculated students may take up to 9 credits before applying to the MS program.

Financing Opportunities: Merit scholarships are awarded on a competitive basis by the admissions committee.

Admission Requirements and Deadlines

Application Deadline:

Fall: February 15

Spring: November 1

Applications are accepted after the deadline, but late applications cannot be guaranteed merit scholarship consideration.

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: In approximately 1,000 words, explain:

- How the MS in Communication Management program will advance your career goals and intellectual objectives, and
- What interests, experiences, and academic or research achievements that you bring to the program.

This statement is used to assess your institutional fit, i.e., how you will benefit from our program and what you will contribute to our learning community. Toward this end, please review the descriptions of our program, curriculum and faculty, incorporating this content into your statement. The strongest statement integrates your answers to these prompts into a coherent essay.

Standardized Test Scores:

GRE: Optional. If provided, scores at or above the 65th percentile are expected.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 105
- IELTS Academic: 7.0

Resume: Current resume or curriculum vitae required.

Writing Sample: If you elect to not submit GRE scores, you are required to submit one of the options below so that your readiness and ability/potential to engage rigorously with graduate-level work can be assessed:

1. Professional writing samples that you produced in a professional capacity, such as a project report, public relations release, or any internal communications. Please include a cover sheet indicating the purpose of the piece, intended audience and if any analysis was done.
2. Academic paper or published article. Please include a cover sheet identifying the course and term for which the academic paper was written or for what publication and on what date the material was published.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 31

Code	Title	Credit Hours
Core Courses		
CMGT 8101	Data Driven Insights	3
CMGT 8103	Organizational Communication	3
CMGT 8105	Social Responsibility in Corporations and Not-for-Profit Organizations	3
CMGT 8106	Communication Theory for Professionals	3
Electives/Optional Concentration(s)		
Select six courses from the following. Declaring a concentration is optional. A concentration is earned when all three courses in an area of study are successfully completed: ¹		18
Conflict Management and Dispute Resolution		
CMGT 5002	Leadership in Crises and Conflict Management	
CMGT 5101	Conflict Management Processes in the Workplace	
CMGT 5102	Designing Workplace Dispute Systems	
Public Relations		
CMGT 5201	Consulting and Consultation in Public Relations	
CMGT 5202	Storytelling through Innovation	

CMGT 5203	Law and Ethics in Public Relations	
Strategic Communication and Cross-Cultural Leadership		
CMGT 5001	Communicating Organizational Leadership	
CMGT 5003	Leading Diverse Teams	
CMGT 5004	Cross-Cultural Leadership	
Directed Readings ²		
CMGT 5583	Directed Readings in Communication Management	
Capstone Course		
CMGT 8109	Final Project	1
Total Credit Hours		31

¹ Up to two concentrations may be declared.

² Students may choose to take a directed readings course for elective credit, pending faculty approval. Approval from the program director is required to count CMGT 5583 toward a concentration.

Culminating Event:

Capstone Project:

CMGT 8109 constitutes the final project in Communication Management. It requires students to solve a critical structural and/or procedural communication problem affecting an organization's ability to communicate efficiently or effectively at internal and/or external levels. The 20-minute video-recorded presentation 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:

<https://www.temple.edu/academics/degree-programs/communication-management-ms-co-cmol-ms>

Department Information:

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Submission Address for Application Materials:

<https://apply.temple.edu/Klein/>

Department Contacts:

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