



THE FLORIDA STATE UNIVERSITY PANAMA CITY

CORPORATE & PUBLIC COMMUNICATION

Master of Science Degree

The School of Communication offers a terminal Master's degree for graduate students currently employed in or seeking professional positions emphasizing public affairs, public information, and public issues management within business, government, not-for-profit organizations, or educational institutions. By the conclusion of the master's program, students will be competent in select areas of organizational communication.

The goals of the CPC program include:

- ❖ Preparing students for professional careers within business, government, not-for-profit organizations, or educational institutions;
- ❖ Providing students with experience in making formal communication presentations;
- ❖ Helping students develop quantitative and qualitative skills in organizational communication contexts; and
- ❖ Equipping students with basic knowledge of communication theories with particular emphasis on those that apply to corporate and public affairs, public information, and issue management.

The skills to be developed include:

- ❖ The ability to successfully plan and implement marketing, advertising, or public relations campaigns;
- ❖ The ability to successfully resolve conflicts;
- ❖ The ability to successfully manage individuals, and crises;
- ❖ The ability to find in any case the available means of persuasion;
- ❖ The ability to analyze the content of various messages; and
- ❖ The ability to perform computer-mediated, social scientific communication research.

Admission Requirements: To be considered for admission a student must have attained a GPA (Grade Point Average) of at least 3.0 (on a 4.0 system) on all work attempted while registered as an upper-division student working toward a baccalaureate degree or a combined verbal and quantitative score of at least 1000 on the Graduate Record Examination (GRE). Students may be admitted from a field closely allied to Communication. Such students, however, may need to complete extra course work to make up deficiencies.

- ❖ University application for admission to a graduate program at Florida State University. (Must apply online at <https://admissions.fsu.edu/gradapp/>). Pay application fee. (Graduate students may pay online).
- ❖ Two official transcripts from all colleges attended. (Send to the School of Communication, University Center C, Suite 3100, Tallahassee, FL 32306-2664, Attention: Natasha Hinson-Turner. Email: natasha.turner@cci.fsu.edu, Telephone: 850-644-5034).
- ❖ Official GRE scores. When registering for the GRE, you must select a location code to send the scores. This code is 5219 for FSU main campus; there are no other options.

School Requirements: All supporting documents must be uploaded to the university online application.

- ❖ An applicant statement addressing the following questions:
 1. In which master's degree program are you most interested?
 2. What are your short and long-term career goals? What do you plan to be doing in five years and in ten years?
 3. Why have you chosen to apply to our master's program?
 4. What experiences and competencies make you a strong candidate for our program (internships, work experience, computer literacy, awards, etc.)?
- ❖ Three letters of recommendation
- ❖ A resume or writing sample (optional for master's students). [Click here](#) for instructions for submitting supporting documents.

Degree Requirements: This program requires a minimum of thirty-three (33) hours of course work **plus** a comprehensive exam. It is possible to complete the program in as few as two years if some course work is completed during summer sessions. The program requires students to take:

- ❖ Six (6) hours of course work in **Theory and Principles**,
- ❖ Six (6) hours of course work in **Research and Methods**,
- ❖ Nine (9) hours of course work in **Applications**,
- ❖ Twelve (12) hours of approved **Electives**, and
- ❖ A **Comprehensive Examination**

Students must complete a minimum of thirty-three (33) course hours, twenty-seven (27) of which must be letter-graded, twenty-one (21) of which must be taken in the College of Communication & Information. Students who have completed insufficient course work in Communication at the undergraduate level (e.g. students who did not major in a communication-related area) may be required to take up to nine additional hours of letter-graded undergraduate course work as determined by their graduate advisors. [Note: These additional hours will not count toward completion of the thirty-three (33) graduate-level semester hours].

Degree Requirements:

Theory and Principles (6 credits 5000 level or above) Required: COM 5126 Organizational Communication Theory and Practice (3 Credits) And at least one of the following: COM 6403r Advanced Problems: Integrated Marketing Communication (3 Credits) MMC 5600 Mass Communication Theory and Effects (3 Credits) SPC 5545 Studies in Persuasion (3 Credits)
Research and Methods (6 credits 5000 level or above) Required: COM 5127 Assessing Organizational Communication (3 Credits)* and COM 5316 Statistical Methods in Communication Research (3 Credits)* Elective: COM 5331 Computers in Communication Research (3 Credits) <i>(*COM 5316 is required of all students and COM 5127 is a prerequisite for taking COM 5316)</i>
Applications (9 credits 5000 level or above) Required: COM 5526 Marketing Communication Management (3 Credits) And at least two of the following: ADV 5503 Media Consumer Behavior (3 Credits) COM 5469 Communication Planning and Dispute Resolution (3 Credits) COM 5336 Programming and Design (3 Credits) SPC 5442 Group Dynamics and Leadership (3 Credits) SPC 6920r Colloquium in Speech Communication: Training and Consulting (3 Credits) COM 5906r Directed Individual Studies (3-6 Credits) COM 5911r Supervised Research (1-3 Credits) COM 5940r Supervised Teaching (1-3 Credits) COM 5946r Communication Residency (3 Credits) [Strongly recommended for Non-Communication Bachelor's degree students] Recommended Electives from the above lists or the following (12 credits) COM 4470 Desktop Multimedia (3 Credits)* MMC 4602 Mass Media and Society (3 Credits)* SPC 4710 Interracial/Intercultural Communication (3 Credits)* ISS 5326 Marketing in the Not-for-Profit Sectors (3 Credits) PAD 5935 Seminar in Public Administration (3 Credits) MAN 5245 Organizational Behavior (3 Credits) or PAD 5106 Public Organizations (3 Credits) <i>(*4000 level courses require additional assignments, maximum of 6 credit hours)</i>
Comprehensive Exam (0 credits) COM 8966c Master's Comprehensive Examination (0 Credits)* <i>(*Students enrolled in this program will be required to pass a comprehensive examination covering course work and assigned readings)</i>
Total 33 credits <i>Minimum credit hour requirements</i>

Planned Course Schedule:

[Note: All graduate courses are offered in the evenings (5 p.m. or later)]

Fall 2008 COM 5127 Assessing Org. Comm. COM 5469 Com. Plan. & Disp. Res. COM 5526 Mktg. Com. Mgt. Fall 2009 ADV 5503 Media Consumer Behavior SPC 6920r Colleq. in Sp. Com: Training & Consulting	Spring 2009 COM 5316 Statistical Methods SPC 5442 Group Dynamics & Leadership COM 6403r Adv. Prob. In Comm. Thry. & Rsrch. Spring 2010 COM 5526 Mktg. Com. Mgt. COM 5316 Statistical Methods SPC 5545 Studies in Persuasion COM 5127 Assessing Org. Comm.	Summer 2009 COM 5126 Org. Com. Theory COM 5331 Computers in Comm. Rsrch Summer 2010 COM 6403r Adv. Prob. In Comm. Thry. & Rsrch. COM 5336 Programming and Design
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For Additional Information, contact:**Last Name A-M:**

- ❖ Stan A. Lindsay, Ph.D. Teaching: Media Consumer Behavior, Assessing Organizational Communication, Organizational Communication Theory, Marketing Communication Management, and Advanced Problems in Integrated Marketing Communication.
(850) 770-2262 slindsay@pc.fsu.edu

Last Name N-Z:

- ❖ Sandra Halvorson, Ph.D. Teaching: Group Dynamics and Leadership, Communication Planning and Dispute Resolution, Training and Consulting, and Studies in Persuasion.
(850) 770-2249 shalvorson@pc.fsu.edu
- ❖ For information about admissions requirements or to obtain information on the status of your application, contact:
Natashia Hinson-Turner, School of Communication, Graduate Coordinator, natashia.turner@cci.fsu.edu, 850-644-5034