

## LEARN EXCELLENCE FROM THE EXPERTS

Designed for working professionals, the program is taught by award-winning industry experts. They give you an insider's mindset to the best ways to develop strategies at local, national and international levels and regularly update the curriculum to current trends and case studies. Additionally, the program is reviewed formally every two years by an advisory panel. You'll always have the most relevant communication information to use in your current role.

## CUSTOMIZE YOUR DEGREE TO MEET THE DEMANDS OF YOUR CAREER

Choose an industry-specific concentration, or completely customize your degree with a series of electives that directly impact your role. You'll graduate in just 12–20 months with the expertise to take your career to new heights.

### Four Concentrations

- > **Strategic Communication/Public Relations**  
Solve key issues to handle relationships with stakeholders, develop strategies tailored to specific audiences, and manage messaging in corporate crises while understanding global challenges associated with initiatives.
- > **Integrated Communication and Advertising**  
Engage all stakeholders to create effective messaging strategies and develop strategies and branding initiatives that reflect the integration of marketing, advertising, and public relations.

- > **Communication and Leadership**  
Develop data-fueled strategies, even when the stakes are high, and increase team productivity. Manage challenges that occur naturally throughout conflicts, negotiations, and change.
- > **Health Communication**  
Communicate effectively within the increasingly complex healthcare industry. You'll learn how to address advocacy issues while improving communication of internal and external teams, including industry stakeholders, patients, providers, payers, and government agencies.

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## BY GRADUATION YOU CAN:

- > Apply strategies based on concepts and theories to solve organizational problems
- > Develop brands and images for organizations
- > Communicate with investors and influence decision-making
- > Evaluate and leverage communication to international, national and local audiences
- > Analyze, build and manage relationships through social media
- > Demonstrate mastery of written communication as it relates to media, public relations, and advertising
- > Apply ethical principles and decision-making when considering audiences and strategies

## ASK ABOUT THESE OPTIONS

- > **Internships**  
Available to earn credit and gain experience.
- > **Study Abroad**  
Advance your world view.
- > **APR Benefits**  
Waive courses. Get automatic re-accreditation.
- > **Graduate Certificate Available**  
Not the right time to earn your degree? Gain a marketplace advantage in just 24 weeks, learning the latest industry trends and technologies. Credits earned can later be applied toward an MS in Communication. Graduate certificates in Strategic Communication Management and Communication and Leadership are available.

# ONLINE MASTER OF SCIENCE IN *COMMUNICATION*

Choose one of four industry-specific concentrations or choose a series of electives to customize your degree to fit the demands of your career.

## Core Courses

CODE	COURSE NAME
COM 60111	Seminar in Strategic Communication
COM 60411	Seminar in Communication Research Methods
COM 61011	Strategic Communication and Ethics

## Elective Courses

Select 7 courses if you're customizing your degree. Select 4 courses if you're pursuing a concentration.

CODE	COURSE NAME
COM 60211	Seminar in Global Strategic Communication
COM 60311	Seminar in Crisis Communication
COM 60511	Strategic Communication and Professional Writing
COM 60611	Seminar in Financial and Investor Relations
COM 60711	Strategic Communication and Fundraising
COM 60811	Leadership and Global Strategic Communication
COM 60911	Strategic Public Relations
COM 62111	Strategic Communication and Social Media
COM 62411	Focus Groups and Interviewing for Strategic Communication
COM 62511	Survey Design, Analysis and Reporting for Strategic Communication
COM 64011	Seminar in Advertising
COM 64100	Introduction to Integrated Marketing Communication
COM 64500	Healthcare Communication
COM 64200	Persuasive Communication
COM 64400	Strategic Personal Branding
COM 64600	Strategic Corporate Branding
COM 65000	Communication and Leadership

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10 COURSES | 30 CREDIT HOURS | 12-20 MONTHS

## Strategic Communication/Public Relations Concentration

CODE	COURSE NAME
COM 60211	Seminar in Global Strategic Communication
COM 60311	Seminar in Crisis Communication
COM 60911	Strategic Public Relations

## Integrated Communication & Advertising Concentration

CODE	COURSE NAME
COM 64011	Seminar in Advertising
COM 64100	Introduction to Integrated Marketing Communication
Select One:	
COM 62111	Strategic Communication and Social Media
COM 64200	Persuasive Communication

## Healthcare Communication Concentration

CODE	COURSE NAME
COM 65500	Health Advocacy
COM 64500	Healthcare Communication
Select One:	
CSR 68700	Public Health Administration
HK 57601	Theoretical Foundations of Health Behavior
HK 67500	Design and Analysis of Public Health Interventions
HSCI 54700	Fundamentals of Epidemiology

## Communication and Leadership Concentration

CODE	COURSE NAME
COM 60811	Leadership and Global Strategic Communication
COM 65000	Communication and Leadership
Select One:	
CSR 68700	Public Health Administration
ENG 50700	Fundamentals of Collaborative Leadership and Agile Strategy
HTM 51200	Leadership in Hospitality and Tourism

## About Purdue University

At Purdue University, our reputation for innovation and discovery is built on a foundation of tradition and history. Founded as a land-grant school in 1869, today the University is known for scholarly excellence, research, and achievement in the fields of aerospace, engineering, technology, science and math. Our faculty and staff commit themselves every day to preparing students to become dynamic leaders and lifelong learners. Purdue is committed to research that is transferable to real-world applications and benefits the world in positive ways.

