

meeting rooms, learning management, calendars, workflow, and knowledge management. Students will critique different types of collaboration tools.

#### ITM 645

##### TRAINING A GLOBAL WORKFORCE

This course will explore the current globalization and market forces that will affect training and development in the future of multinational corporations. Students will learn how to use communication tools to meet with a global team and will gain knowledge about cultural differences that may affect how training is designed and implemented. Students will gain a richer understanding of the barriers that still affect the training of global employees and customers.

#### ITM 650/MBA 810

##### SELF-ASSESSMENT FOR LEADERSHIP

This experiential course emphasizes the importance of feedback and self-assessment for leadership development. It includes extensive assessment of each participant's management style and skills based on self-evaluations (using structured questionnaires) and feedback from coworkers, faculty, and other participants. Leadership development experiences emphasize time and stress management, individual and group problem solving, communication, power and influence, motivation, conflict management, empowerment, and team leadership. Each participant identifies skills he or she needs to develop and reports on efforts to develop those skills.

#### ITM 700

##### CAPSTONE

Students will use the capstone to select a real-life, industry-specific instructional design problem. Students will go through an instructional design process, assess the situation, develop a strategic plan, design the type of training, implement the training, and evaluate the results. Students may work or in collaboration with or intern at a specific company or organization to gain experience in the field.

---

## MASTER OF ARTS IN PROFESSIONAL COMMUNICATION

### Faculty

Director: Marianne Dainton, Ph.D.

Professors: Dainton, Molyneux

Associate Professors: Aylor, Goedkoop, M. Smith, Texter, Zelle

Assistant Professors: Collins, Dunleavy, Kennedy, Pampaloni

### Description of Program

The Master of Arts degree in Professional Communication is primarily a part-time, 36-credit program for persons who wish to improve their communication skills and understanding of communication issues and practices within business and professional organizations. It is designed to be broad in scope, but provides sufficient depth for students to explore issues that are germane to their interests or needs.

A strength of the program is its practical focus. While emphasizing theory and methods in the core courses, students are invited throughout the program to apply the communication principles and practices that they learn to real-life situations.

The program in Professional Communication is designed to develop additional communication skills, research tools, and pragmatic experiences that will enable students to combine knowledge of the most important areas of the discipline with opportunities to apply their enhanced knowledge and skills in the workplace.

The program features three tracks that allow students to focus on particular areas—Communication Management, Communication Consulting and Development, and Public Relations—plus a General Professional Communication track that allows the program to be tailored to the individual student's goals.

### Admission Requirements

To be accepted into the program, a student must present:

1. Evidence of successful academic achievement in completion of a Bachelor's degree from an accredited institution of higher education. The student's record must show a completion of 24 credit hours in any combination of communication, humanities, and social science courses, and an overall "B" average (3.0/4.0). International students must possess the equivalent of a 4-year Bachelor's degree.
2. The Application for Admission.
3. A Professional Resume.
4. A 30-minute interview with the program director, which will focus on professional goals.
5. A 30-minute on-demand writing assessment, evaluated by an admissions subcommittee.
6. For students with an undergraduate g.p.a. below 3.25, two letters of recommendation from professors and/or supervisors who can address the candidate's ability and motivation for enrolling in the program.

The program is open to applicants without regard to age, creed, race, gender, national origin, disability, or sexual orientation. Because oral communication is an integral part of most courses in the program, students must be able to communicate clearly in English. International students must achieve a minimum TOEFL score of 250. A maximum of six credit hours are eligible for transfer from another institution or from another La Salle graduate program.

The Application for Admission may be obtained by contacting:

Marianne Dainton, Ph.D., Director  
Graduate Program in Professional Communication  
La Salle University  
Philadelphia, PA 19141  
215.951.1155

E-mail: [comm@lasalle.edu](mailto:comm@lasalle.edu)

Web site: <http://www.lasalle.edu/admiss/grad/profcomm/>

### Tuition and Fees 2009-2010

Application Fee . . . . .	\$35
Online Application . . . . .	free
Tuition, per credit hour . . . . .	\$600
General University Fee, per semester . . . . .	\$85

### Tuition Assistance

Partial grants are available for Fall and Spring semesters based upon a combination of need and merit. In addition, there are a very limited number of graduate assistantships available. Graduate assistants provide administrative and research support to the program. Consult the Director

of the Professional Communication Program for more details. Information about financial aid and application forms may be obtained from the Director of Financial Aid, La Salle University, Philadelphia, PA 19141, 215.951.1070.

### Progression Through the Full-Time Program

---

The full-time Master of Arts in Professional Communication degree is a 36-credit program intended to be completed within one calendar year, requiring all degree recipients to:

1. Take Com 601 during the first Summer intersession.
2. Take two core courses and two electives during the Fall semester.
3. Take Com 616 during the Winter intersession.
4. Take two core courses and two electives during the Spring semester.
5. Take 6 credits of Com 605 (practicum) during the second summer.

Students must complete the program with a minimum 3.0 G.P.A. Students may be required to continue their studies beyond one year if they withdraw from a course or if their grades require courses to be repeated. Students complete the program in a cohort and will have few (if any) choices in electives.

#### Core (8 courses, 24 credits)

- Com 600** Applied Communication Theory
- Com 601** Professional Communication Ethics
- Com 602** Effective Presentations
- Com 603** Strategies for Professional Writing
- Com 604** Applied Communication Research Methods
- Com 605** Practicum (6 credits; may only be taken after at least 27 graduate credits and completion of Com 604)

#### Some Possible Electives (4 courses, 12 credits)

- Com 608** Intercultural Communication and Organizational Life
- Com 610** Leadership and Interpersonal Communication
- Com 612** Organizational Communication
- Com 614** Communication and Conflict
- Com 615** Persuasion

### Track Descriptions

---

In addition to the core courses, students can complete concentrations in the following tracks: Communication Management, Communication Consulting and Development, Public Relations, and General Professional Communication.

#### Communication Management

The Communication Management track provides students with advanced theoretical understanding and practical skills needed for successful leadership in interpersonal, group, and organizational communication. Coursework emphasizes how communication competence is achieved through analysis, problem-solving, teamwork, and conflict management. This track meets the needs of students in a variety of organizations who seek to improve their effectiveness as managers and leaders.

#### Communication Consulting and Development

The Communication Consulting and Development track provides students with the theoretical knowledge and technical skills necessary for assessing and enhancing the performance of organizational leaders, members, and teams. Broadly, coursework focuses on organizational communication consulting and training and development. Specifically, students will learn to improve organizational communication processes by assessing communication needs and patterns, crafting and implementing

plans for individual and team development, and assessing organizational or individual outcomes. This track is best suited to experienced students who wish to develop careers in organizational and change management consulting, training and development, meeting facilitation, and executive coaching.

#### Public Relations

Public relations is the management of communication between an organization and the publics upon which it depends and influences. This track seeks to develop students' theoretical understanding of public relations as a strategic communication process and to enhance the practical skills necessary to implement and manage public relations activities. Students in this track typically are pursuing careers in corporate, nonprofit, or agency public relations.

#### General Professional Communication

This option is intended for students interested in advanced study in the broad field of communication. Students who opt for this track can combine elective courses from across tracks to create a program that meets their personal and professional needs. In addition to the career paths identified in the other tracks, students may prepare for additional study at the doctoral level.

### Track Requirements

---

#### Communication Management Track Requirements

Four required courses (12 credit hours)

- COM 610**
- COM 616**
- COM 612**
- Choice of COM 608, COM 614, or COM 615**

Elective courses totalling six hours: This requirement may be satisfied by taking two 3-credit courses from the other tracks or by taking a maximum of two 1.5-credit modules of COM 632-633 plus one 3-credit course.

#### Communication Consulting and Development Track Requirements

Four required courses (12 credit hours)

- COM 612**
- COM 620**
- COM 621**
- Choice of COM 610 or COM 616**

Elective courses totalling six hours: This requirement may be satisfied by taking two 3-credit courses from the other tracks or by taking a maximum of two 1.5-credit modules of COM 632-633 plus one 3-credit course.

#### Public Relations Track Requirements

Four required courses (12 credit hours)

- COM 613**
- COM 619**
- COM 615**
- Choice of COM 612 or COM 623**

Elective courses totalling six hours: This requirement may be satisfied by taking two 3-credit courses from the other tracks or by taking a maximum of two 1.5-credit modules of COM 632-633 plus one 3-credit course.

#### General Professional Communication Track Requirements

Six courses (18 credit hours) selected from among the courses in any of the tracks.

Students may not take more than two 1.5-credit modules to complete the track.

### Certificate Program in Professional Communication

This program is designed for students with bachelor's degrees who wish to upgrade their communication skills and understanding of how communication works and can be utilized in the professional and business world.

The certificate is attained by the successful completion of six La Salle University graduate courses in communication, including COM 601, Professional Communication Ethics, COM 602, Strategies for Professional Writing, and COM 603 Effective Presentations, with a 2.75 GPA or higher. Students can specialize in the following areas: Public Relations, Communication Management, Communication Consulting and Development, and General Professional Communication.

#### Certificate Requirements:

18 credits (six courses) and a 2.75 GPA

#### Required (Three courses, 9 credits)

- COM 601** Professional Communication Ethics
- COM 602** Effective Presentations
- COM 603** Strategies for Professional Writing

#### Electives: (Three courses, 9 credits)

- COM 608** Intercultural Communication and Organizational Life
- COM 610** Leadership and Interpersonal Communication
- COM 612** Organizational Communication
- COM 613** Approaches to PR
- COM 614** Communication and Conflict
- COM 615** Persuasion
- COM 616** Group and Team Communication
- COM 619** PR Campaigns (prerequisite: COM 613)
- COM 621** Communication Training and Development
- COM 623** Public Relations Writing and Media Relations

#### Admission Requirements for the Certificate Program:

To be accepted into the program, the student must present:

- Evidence of successful academic achievement in completion of a Bachelor's degree from an accredited institution of higher education. The student's record must show a completion of 24 credit hours in any combination of communication, humanities, and social science courses, and an overall "B-" average (2.75/4.0). International students must possess the equivalent of a 4-year Bachelor's degree.
- The Application for Admission.
- A Professional Resume.
- A 30-minute interview with the program director, which will focus on professional goals.
- A 30-minute on-demand writing assessment, evaluated by an admissions subcommittee.

### Course Descriptions

#### COM 600

APPLIED COMMUNICATION THEORY  
3 credits

This course focuses on the nature and function of communication theory. It examines the role of theory in understanding communication events and explores various advanced communication theories as they apply to professional communication.

#### COM 601

PROFESSIONAL COMMUNICATION ETHICS  
3 credits

This course is designed to examine and critique a range of ethical theories regarding human behavior in interpersonal, group, professional, and mediated contexts. It also is designed to give the students a number of opportunities to apply and critique those theories to a range of hypothetical and real-life situations.

#### COM 602

EFFECTIVE PRESENTATIONS  
3 credits

This course focuses on the development and enhancement of public presentation skills. It presents theoretical background for speaking in different types of public situations, but concentrates primarily on speech preparation and skill development. Use of presentation graphics will be included.

#### COM 603

STRATEGIES FOR PROFESSIONAL WRITING  
3 credits

This is an advanced writing course designed to show participants how to write the documents commonly used in business and in the professions. The course is designed to develop writing and editing skills that participants can use in their professional lives. In addition, the course provides practical instruction in how to effectively manage the writing of others.

#### COM 604

APPLIED COMMUNICATION RESEARCH METHODS  
3 credits

This course introduces graduate students to qualitative and quantitative research methods, particularly the practical aspects of designing and implementing surveys, focus groups, and content analysis. The course will examine how research can be applied in professional settings.

*Prerequisite: COM 600*

#### COM 605

PRACTICUM  
3 credits

This course will provide students with the opportunity to integrate classroom learning with professional employment through a supervised experience at an approved placement site. The practicum stresses the development of the student through enhanced opportunities and challenges in a professional setting. Choice of practicum site and project will be developed by the student through consultation with a faculty member and with the cooperating company or institution.

*Prerequisite: 30 credit hours in Professional Communication and completion of COM 600, 601, 602, 603, and 604.*

**COM 608**

INTERCULTURAL COMMUNICATION AND ORGANIZATIONAL LIFE  
3 credits

This course explores the issues that surround the notion of cultural diversity and form the basis for the study of intercultural communication. Special emphasis will be given to how culture is communicated and interpreted by persons of diverse backgrounds. Within this matrix, the course will explore a variety of communication issues pertinent to professional and organizational life.

**COM 610**

LEADERSHIP AND INTERPERSONAL COMMUNICATION  
3 credits

This course focuses on the nature and function of interpersonal communication. Content incorporates advanced theories and research on interpersonal communication and their application to the practice of effective interpersonal communication in everyday and professional life.

**COM 612**

APPROACHES TO ORGANIZATIONAL COMMUNICATION  
3 credits

This course provides advanced study of the theoretical and conceptual aspects of organizations and organizational communication and of their application to practice. The course explores methods for the analysis and evaluation of organizational communication networks and for the planning and development of communication intervention strategies.

**COM 613**

APPROACHES TO PUBLIC RELATIONS  
3 credits

This course explores public relations as the management of communication between an organization and its various internal and external stakeholders. It examines theoretical and conceptual frameworks with an eye toward the practical application of appropriate ethics, decision-making, research analysis, design, implementation, and evaluation strategies.

**COM 614**

COMMUNICATION CONFLICT MANAGEMENT  
3 credits

This course focuses on the nature and function of healthy and unhealthy communication conflict. Content incorporates theories of conflict and the application of effective conflict management techniques.

**COM 615**

PERSUASION  
3 credits

The ability to win support for ideas and motivate others to action is an essential skill for communication professionals and managers. This course will explore the persuasion process in public, organizational, and interpersonal settings. Students will develop practical skills in message design and other techniques to become ethical persuaders.

**COM 616**

GROUP AND TEAM COMMUNICATION  
3 credits

This course weaves theory of small group interaction with a focus on the practice of participating in groups. Emphasis is placed on factors affecting and affected by symbolic exchanges in task groups. Specific topics include group climate, group decision-making, and leading groups.

**COM 619**

PUBLIC RELATIONS CAMPAIGNS  
3 credits

The course will introduce students to the process of planning and implementing public relations campaigns. Students will examine techniques for developing and managing public relations campaigns for internal and external audiences. Students will also review historic and contemporary public relations campaigns for both their effectiveness and their social implications.

**COM 620**

STRATEGIC COMMUNICATION CONSULTING  
3 credits

This course will provide an introduction to the field of communication consulting. The primary aim of the course is to provide students the opportunity to explore the main aspects of communication consulting, in particular, communication strategy development. The course will focus on the key elements of communication strategy development, including determining objectives, identifying stakeholders, conducting research, crafting key messages, selecting appropriate media, branding the campaign, drafting a comprehensive work plan, and managing the overall project. Throughout, students will be challenged to apply communication best practices to case study assignments.

**COM 621**

COMMUNICATION TRAINING AND DEVELOPMENT  
3 credits

This course provides students with a theoretical and practical overview of training and development. As a complement to the study of organizational communication, students will learn how professionals identify communication needs, and then design, deliver, and assess employee learning, training, and development initiatives.

*Prerequisite:* COM 612

**COM 623**

PUBLIC RELATIONS WRITING AND MEDIA RELATIONS  
3 credits

Public relations strategists also must understand and master the primary public relations skill—writing. This class will develop students' public relations writing and editing skills for the media and various business segments. An emphasis will be placed on the strategic use of various communication tools.

*Prerequisite:* COM 613

**COM 632-633**

TOPICS IN PROFESSIONAL DEVELOPMENT  
1.5 credits

The field of communication is rapidly changing, with new issues and technologies emerging constantly. Moreover, there are some professional communication topics that require more depth than in a traditional course, but do not warrant a full-semester course by themselves (such as crisis communication). It is assumed that the topics covered will relate to each of the tracks or be of general interest to all professional communication students. Students may repeat a module for credit as long as the topic is sufficiently different.