

# APPLIED BUSINESS | MASTER OF LIBERAL STUDIES (CORPORATE COMMUNICATION)

## About the Program

Earning a degree in liberal studies provides you the opportunity to systematically explore a wide realm of knowledge and wisdom to help you better understand yourself, others and the world around you. Liberal studies focus on intellectual, social, and moral growth and helps foster your love of learning.

The online Corporate Communication concentration is designed for experienced business professionals and for those in leadership positions. Graduates will have expertise to enter corporate communication to work in business, nonprofit, and governmental organizations.

Corporate Communication focuses on analysis, critical thinking, problem solving, writing skills, research, and analytics. These essential skills facilitate the development and implementation of effective communication strategies that advance an organization's goals and mission.

## Program Overview

Code	Title	Hours
<b>MLS Core Courses</b>		
IDS 801	Introduction to Graduate Liberal Studies	1
IDS 802	Ways of Knowing in Comparative Perspective	3
IDS 803	Origins and Implications of the Knowledge Society	3
IDS 804	Information Literacy	3
<b>Concentration</b>		
BCOM 601G	Managerial Communication	3
BCOM 673G	Problems in Business Communication	1-3
BCOM 690G	Advanced Professional Development	3
BCOM 692G	Managerial Reports and Presentations	3
<b>Directed Electives</b>		
BCOM 677G	Internship in Business Communication	1-3
COMM 606G	Conflict Management Through Communication	3
COMM 642G	Crisis Communication and Strategies	3
<b>Capstone</b>		
BCOM 695G	Corporate Communication Strategy	3
<b>Total Hours</b>		<b>30-34</b>

- A minimum of 30-75 hours of Graduate course work. (Refer to program)
- Comprehensive Examination or equivalent assessment is required. (Master of Liberal Studies requires a Comprehensive Examination **and** Concentration Exam)
- Degree completion within 8 years.

<sup>1</sup> Refer to degree program for any additional requirements.

## Note for MLS and MPS degree concentrations:

**Master of Liberal Studies (MLS)** programs are administratively housed within the College of Arts, Humanities, and Social Sciences but are listed in the catalog within the academic unit related to the relevant concentration area for ease in navigation.

**Master of Professional Studies (MPS)** programs are administratively housed within the College of Health and Behavioral Sciences but are listed in the catalog within the academic unit related to the relevant concentration area for ease in navigation.

## Graduate School Graduation Requirements

### All Graduate degrees <sup>1</sup> require:

- Maintain a C or higher in all coursework.
- Maintain a cumulative GPA of 3.0 or higher. (Refer to program)