

USC Annenberg

School for Communication
and Journalism

Online Master of Communication Management



Leadership through **STRATEGIC COMMUNICATION**

In a world that's increasingly connected, organizations with an informed, modern approach to message strategy are among the most successful. The ability of companies to communicate with their stakeholders 24/7 presents a new set of opportunities and challenges, and having advanced, quantifiable communication skills is advantageous in today's business environment.

If you're looking to broaden your skill set and increase your value as a professional, the online Master of Communication Management degree at the USC Annenberg School of Communication and Journalism can show you how to blend artful communication with new tools and methodologies so you can stand out in your field.

Merging the Art and Science of **MESSAGE STRATEGY**

Now that most of our day-to-day communication takes place in the digital realm, messages can spread rapidly worldwide in moments. In the online Master of Communication Management (MCM), you'll examine case studies of well-executed communication tactics, and learn the psychology behind how audiences are impacted and influenced.

Quantifying goals and outcomes is essential in supporting communication strategy, yet it remains an obstacle for many communications professionals. The online MCM can teach you how to measure and interpret data to present the results of your efforts to the internal and external audiences that matter most.



PROGRAM OBJECTIVES

In the online Master of Communication Management program, you'll explore the issues and concepts central to business communication in today's media-driven marketplace.

- Learn how to develop and implement cohesive corporate communication strategies that are adaptable to organizational changes
- Learn how to use research and metrics to support your initiatives and measure results
- Develop an understanding of the social and psychological effects of today's media environment
- Integrate new tools and technologies into marketing strategies
- Become familiarized with social media and mobile communication tools as you interact with classmates and instructors

Advanced Education at Pace with the **EVOLVING LANDSCAPE**

The online Master of Communication Management was developed to address the constantly changing nature of the communication world and the new toolkit required of professionals in order to stay connected to it.

This program blends creativity, technology, conflict management, and interconnectivity to respond to the business needs unique to your world as a communicator.



For more information on the University of Southern California's Online Master of Communication Management program or to get started in the enrollment process call **877-960-2043**.

Fully Integrated, Fully Connected

CURRICULUM

The online Master of Communication Management consists of eight courses, for a total of 32 credit hours, including a capstone practicum course divided into two 2-unit segments.

The program's coursework progresses in a logical order that mirrors real-life business situations – blending theory, research, and application throughout your virtual classroom experience. Designed for working professionals, this program can enhance your current role by taking concepts explored in class and relating them to real-world business settings. You'll become equipped with the skills to decipher, design, and distribute communication measurement models that speak the language your primary audience understands – whether it's managers, executives, stakeholders, or customers.



COURSE DESCRIPTIONS

CMGT 500 | **MANAGING COMMUNICATION**
Production and distribution of information within large organizations; information networks, organization structure, control and decision-making functions. Resources necessary for effective organizational communication systems.

CMGT 502 | **STRATEGIC CORPORATE COMMUNICATION**
Roles, responsibilities and requirements of communication functions within corporations; design and implementation of communication plans; strategic message production for internal and external audiences.

CMGT 505 | **COMMUNICATION IN WORK SETTINGS**
How work settings determine communication: basic structures of communication, influence of technology, social contexts, and physical space. Applications to management.

CMGT 508 | **COMMUNICATING STRATEGY AND CHANGE**
Examination of role of communication in developing and implementing business strategy; critical assessment and practice with models, tools, and techniques for communicating change.

CMGT 510 | **COMMUNICATION, ATTITUDES, VALUES AND BEHAVIOR**
Theory and research on value and attitude formation and change; consequences for communication and behavior.

CMGT 540 | **USES OF COMMUNICATION RESEARCH**
Applications of both data and interpretation in communication management. Topics include: audience ratings, surveys, experimental tests of programs and campaigns, formative evaluation, secondary data sources.

CMGT 541 | **INTEGRATED MARKETING COMMUNICATION STRATEGIES**
Communication strategies for product marketing and advertising; communication's role in developing domestic and international marketplaces; practical applications of persuasion theory.

CMGT 556 | **GLOBAL MARKETING COMMUNICATION**
Principles of marketing in a global perspective, focusing on the decisions regarding the communications mix. Analysis of communication strategies within the global-local dilemma. A specific emphasis on global media and entertainment landscape through a survey of the most relevant media markets.

CMGT 587 | **AUDIENCE ANALYSIS**
Fundamental principles of audience research; critique of existing methodologies; implications for global audiences and mass media markets.

CMGT 597AB | **COMMUNICATION RESEARCH PRACTICUM**
Students design and produce an original project appropriate for their emphasis area within the Master of Communication degree; oral defense of project.



ABOUT USC

The University of Southern California is one of the world's leading private research universities. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge.

ABOUT THE USC ANNENBERG SCHOOL

USC Annenberg has worldwide recognition as a leader among communication schools. The faculty has deep academic expertise and extensive professional experience, uniting communication research and theory with their day-to-day implementation in organizations around the world.

ACCREDITATION

USC and the online Master of Communication Management program are both regionally accredited by WASC – the Western Association of Schools and Colleges.

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RANKINGS

USC is ranked 24th in the "best national universities" category in the 2013 Best Colleges edition of *U.S. News & World Report*.



For more information contact an Enrollment Advisor at 877-960-2043 or visit our website at <http://communicationmgmt.usc.edu/>