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 for Communication and Journalism can show you how to blend artful communication with data-driven tools and methodologies so you can stand out in your field.

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**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 across the globe in moments. In the online Master of Communication Management (MCM) program, 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 communication professionals. The online MCM will teach you how to measure and interpret data to present the results of your efforts to both the internal and external audiences that matter most.

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

The online Master of Communication Management program was developed to address the constantly changing nature of the communication world and the new toolkit required of professionals in order to operate within it. This program blends creativity, strategy and technology in a collaborative environment that prepares you for the unique challenges of our communication-centered world.

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**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.
- Familiarize yourself with social media and mobile communication tools as you interact with classmates and instructors.

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 degree consists of eight courses, for a total of 32 credit hours, including the option of a capstone practicum experience.

The program’s coursework progresses in a logical order that reflects real-life business situations — blending theory, research and application throughout your virtual classroom experience.

Designed for both new and experienced professionals in a variety of industries, Annenberg’s online MCM will equip you with the skills to decipher, design and deploy strategic communication plans that speak the language your stakeholders understand — whether it’s managers, executives, clients or customers.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMGT 500</td>
<td>MANAGING COMMUNICATION</td>
<td>Production and distribution of information within large organizations; information networks, organization structure, control and decision-making functions. Resources necessary for effective organizational communication systems.</td>
</tr>
<tr>
<td>CMGT 502</td>
<td>STRATEGIC CORPORATE COMMUNICATION</td>
<td>Roles, responsibilities and requirements of communication functions within corporations; design and implementation of communication plans; strategic message production for internal and external audiences.</td>
</tr>
<tr>
<td>CMGT 505</td>
<td>COMMUNICATION IN WORK SETTINGS</td>
<td>How work settings determine communication: basic structures of communication, influence of technology, social contexts and physical space. Applications to management.</td>
</tr>
<tr>
<td>CMGT 508</td>
<td>COMMUNICATING STRATEGY AND CHANGE</td>
<td>Examination of the role of communication in developing and implementing business strategy; critical assessment and practice with models, tools and techniques for communicating change.</td>
</tr>
<tr>
<td>CMGT 510</td>
<td>COMMUNICATION, ATTITUDES, VALUES AND BEHAVIOR</td>
<td>Theory and research on value and attitude formation and change; consequences for communication and behavior.</td>
</tr>
<tr>
<td>CMGT 540</td>
<td>USES OF COMMUNICATION RESEARCH</td>
<td>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.</td>
</tr>
<tr>
<td>CMGT 541</td>
<td>INTEGRATED MARKETING COMMUNICATION STRATEGIES</td>
<td>Communication strategies for product marketing and advertising; communication’s role in developing domestic and international marketplaces; practical applications of persuasion theory.</td>
</tr>
<tr>
<td>CMGT 555</td>
<td>ONLINE MARKETING COMMUNICATION DEVELOPMENT AND ANALYSIS</td>
<td>Analysis and development of online communication and marketing campaigns; exploration of current internet best practices in social media, search engine marketing, privacy, location-based marketing and online measurement.</td>
</tr>
<tr>
<td>CMGT 556</td>
<td>GLOBAL MARKETING COMMUNICATION</td>
<td>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.</td>
</tr>
<tr>
<td>CMGT 561</td>
<td>PRINCIPLES OF PUBLIC RELATIONS</td>
<td>Practical and theoretical survey of the public relations profession as it is currently practiced, providing a social/contextual backdrop for further study of the field.</td>
</tr>
<tr>
<td>CMGT 562</td>
<td>FOUNDATIONS OF EFFECTIVE PR WRITING</td>
<td>Specialized writing for persuasive and strategic communication contexts. Intensive focus on public relations writing for print, online, broadcast and social media.</td>
</tr>
<tr>
<td>CMGT 587</td>
<td>AUDIENCE ANALYSIS</td>
<td>Fundamental principles of audience research; critique of existing methodologies; implications for global audiences and mass media markets.</td>
</tr>
<tr>
<td>CMGT 597AB</td>
<td>COMMUNICATION RESEARCH PRACTICUM</td>
<td>Students design and produce an original project appropriate for their emphasis area within the Master of Communication degree; oral defense of project.</td>
</tr>
</tbody>
</table>
ACCREDITATION
USC and the online Master of Communication Management program are regionally accredited by WASC — the Western Association of Schools and Colleges.

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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.

RANKINGS
USC is in the top 25 “Best National Universities” by U.S. News & World Report.

* USC is ranked #1 in the world in communication and media studies by QS World University Rankings.

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