



MASTER OF SCIENCE IN COMMUNICATION

“The program, overall, has helped me to build a robust skill set useful in many different aspects of my life. Best of all, the evening and online classes made it possible for me to complete my degree while working full time.”
Becky Costello, Manager, Course Improvement and Quality Enhancement, Rasmussen College-Rockford

Strategy. Messaging. Influence.

Master Communication. Master the World.

Designed to allow you to master the message, the Master of Science Degree in Communication from the University of Wisconsin-Whitewater will give you the tools you need to practice communication at the intersection of diversity, technology and social influence.

This hands-on degree program uses work-life scenarios and case studies to give you immediate impact on the job. Suitable for those who wish to advance their professional communication skills in such areas as new media management, social advocacy, effective message-generation, assessment, or campaign creation for diverse applications including healthcare, public relations, advertising, advocacy, grass roots organizing, political campaigning, or training and development.



www.edu/cac/communication/graduate

For More Information: www.edu/gradstudies • (262) 472-1006 • grad@uw.edu

School of Graduate Studies, UW-Whitewater RS 2013, 800 W. Main Street Whitewater, WI 53190

MASTER THE MESSAGE.

Earn the degree and the respect.

Quality, student-centered courses designed around working professionals and customizable for those interested in research partnerships. 30 credits required and as little as 18 months to complete. You'll become an expert in your field as you prove yourself by mastering strategy, messaging, channel selection, research and more. Designed to set you apart from your competition and open your future to a world of new opportunities.

MASTER OF SCIENCE IN COMMUNICATION

Median salary
for Advertising
and Promotions
managers

\$142,860

Median salary
all occupations
\$45,760

U.S. Bureau of Labor Statistics, May 2021

Course	Name	Status
COMM 785	Research Competency for Communication Practitioners*	Required
COMM 724	Technology, Globalization, and Communication*	OR
COMM 780	Written Communication for Diverse Audiences*	Required
COMM 788	Professional Communication Capstone	Required
COMM 745	Practicing Advocacy and Influence	Elective
COMM 764	Health Communication and Public Policy	Elective
COMM 712	Crisis Communication	Elective
COMM 763	Health Communication Topics	Elective
COMM 720	Strategic Planning	Elective
COMM 740	Social and New Media Messaging	Elective
COMM 727	Corporate Communication Management	Elective
COMM 703	Corporate Communication Topics	Elective
COMM 771-776	6 "COMM Matters" modules	Elective
COMM 711	Instructional Communication	Elective

*Students may earn stand-alone certificates or stack multiple certificates toward a master's degree. Students who plan to ultimately pursue the master's degree should plan to take COMM 785 as one of their electives and should also plan to take either COMM 724 or COMM 780 to satisfy the diversity requirement for the master's degree. A single course may only be counted toward completion of one certificate. The same course cannot satisfy requirements for multiple certificates. If a course is completed as an elective course for one certificate but needed as a required course for another certificate at a later date, the program advisor will allow for reasonable substitutions via personalization.