

**COMMUNICATIONS MANAGEMENT
MASTER'S PROGRAM
2021-2022**

Newhouse Core (6 credits):

PRL 606 Digital Strategic Communications Management 3

ICC 606 Applied Research in Content Management

OR 3

ADV/PRL 609 Advertising and Public Relations Research Design

Whitman Core (6 credits):

MBC 631 Financial Accounting 3

MBC 633 Managerial Finance 3

Pre-req: MBC 631

Balance of Newhouse and Whitman courses that are not required to be taken in any sequence (21 credits):

COM 617 Multimedia Storytelling 3

COM 627 Social Media for Communicators 3

COM 643 Diversity, Inclusion and Leadership in Communications 3

COM 698 Media Law 3

ICC 622 Digital Communications Strategy and Innovation 3

MBC 636 Marketing Management 3

MBC 645 Strategic Management 3

Immersion (2, 1.5 credits each)

ICC 632 Media Industry Leadership and Change (variable topic) 3

Topics can include:

- Artificial Intelligence
- Business Analytics
- Crisis Communications
- Diversity and Inclusion
- Emotional Intelligence, Conflict Resolution and Negotiations
- Ethics
- Leading at the Next Level
- Reputation Management
- Storytelling
- Virtual Reality/Augmented Reality

Total Credits for Program:

36