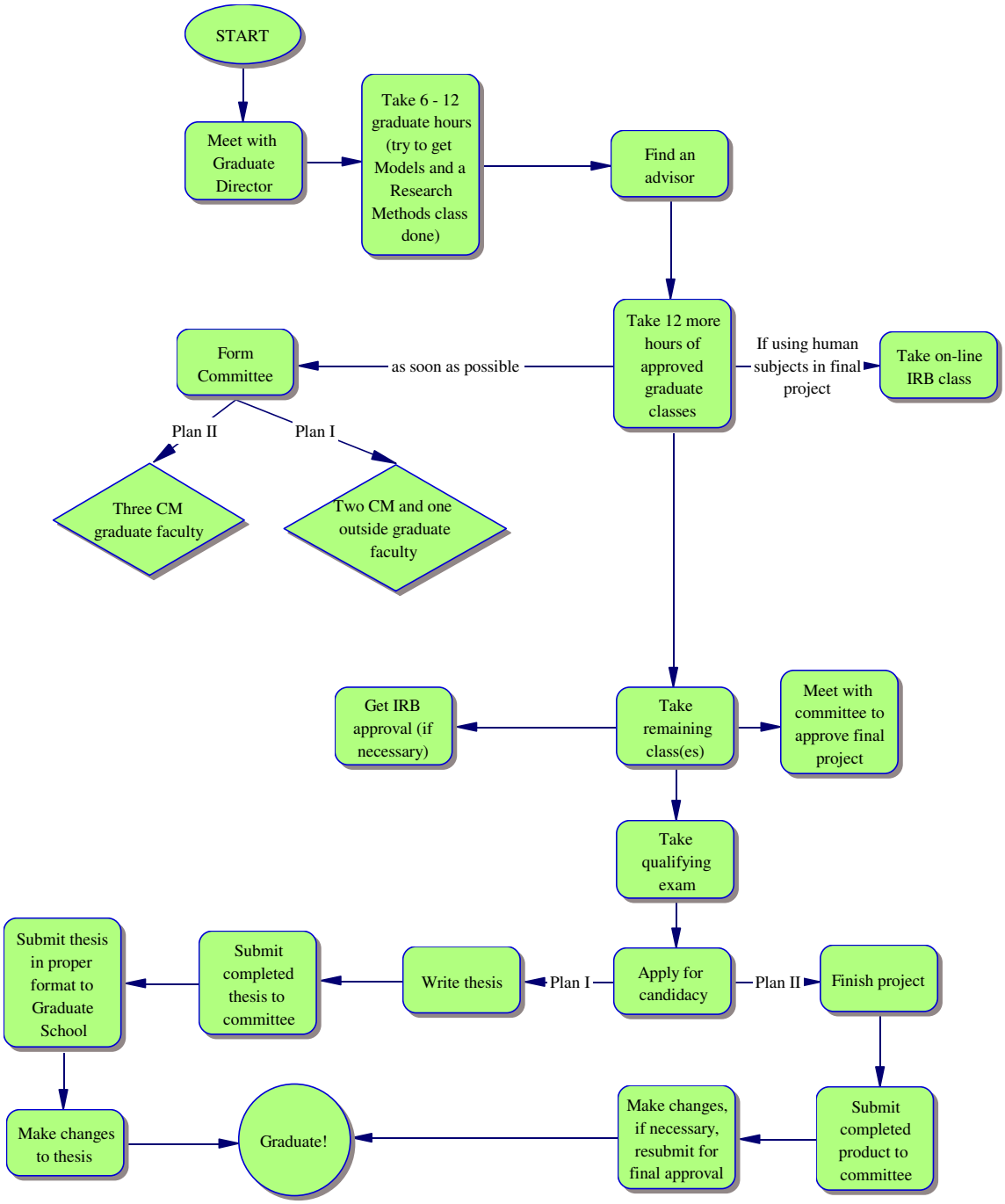Navigating The Communication Management Master of Arts