

Communication Management (M.A.)

[View PDF of Communication Management Admissions Checklist](#)

Prospective students should use this checklist to obtain specific admissions requirements on how to apply to Graduate School.

[View PDF version of the Communication Management catalog description](#)

Degree Offered: M.A.
Director: Mark Hickson, PhD
Phone: (205) 934-3877
E-mail: hickson@uab.edu
Web site: cs.hum.uab.edu

Additional Information

Deadline for Entry Term(s):	Every semester
Deadline for All Application Materials to be in the Graduate School Office:	Two months before term begins
Number of Evaluation Forms Required:	3 from college professors
Entrance Tests	GRE or MAT (TOEFL and TWE for international applicants whose native language is not English.)

For additional information, contact Dr. Mark Hickson, Program Director, HHB, Room 341, 1401 University Boulevard, Birmingham, AL 35294-1152.

Telephone 205-934-3877

E-mail hickson@uab.edu

Web cs.hum.uab.edu

Course Descriptions

Communication Management (CM)

Unless otherwise noted, all courses are for 3 semester hours of credit. Courses numbers preceded with an asterisk indicate courses that can be repeated for credit, with stated stipulations.

601. Foundations of Communication Management. Development of communication models, relationships between models and research, examination of functions of models and their impact on human communication in various media.

602. **Source Credibility.** Theories of ethos, dynamics of credibility in public speaking, organizational, interpersonal, print, and broadcasting contexts. Measures of credibility and methods for constructing credibility.

603. **Message Construction.** Features of communication messages, including audience, situation, and culture and their impact on message construction. The principles underlying the creation of messages in various media.

604. **Audience Analysis.** Analysis of the audience and its place in the communication model. Includes needs and gratifications from various media as well as how messages and feedback are interpreted.

605. **Communication Effects.** Effects of communication, especially through mass media, as a result of messages transmitted. Topics include violence, persuasion, and sexuality.

607. **Seminar in Applied Human Communication.** Topics include interpersonal communication, small group communication, organizational communication, and political communication.

609. **Special Topics in Communibiology.** Communication personality traits are the focus of this class

611. **Seminar in Organizational Communication.** The study of communication theory, practice and research in the organizational context.

612. **Instructional Communication.** Makes theory and research accessible to students who want to learn more about teaching, communication and learning.

613. **Nonverbal Communication.** The study of theory, research and application of communication in various nonverbal contexts.

614. **Seminar in Political Communication.** The application of communication theory and research as they apply to political movements.

615. **Intercultural Communication.** The study of verbal and nonverbal communication theory and research as it applies to various cultural and intercultural contexts.

616. **Seminar in Health Communication.** The study of communication theory and research as it applies to the various relationships within the healthcare system.

617. **Training and Development.** Applying communication theory and research into practical contexts.

618. **Independent Study.** Topics of mutual interest to student and faculty member.
Prerequisites: 15 hours in CM courses and written permission of instructor prior to registration.

619. **Communication and the Law.** An examination of various legal issues as they apply to communication behaviors and how communication theory and research impact the practice of law.

691. **Seminar in Communication Management.** Theory and research as they apply to a variety of subjects of interest to both the instructor and students. Special emphasis will be placed on developing issues addressed in other classes.

694. **Quantitative Communication Research.** Study of human communication from a quantitative perspective, including experimental design and survey methods using parametric and non-parametric statistics.

696. **Qualitative Communication Research.** Study of communication theory from a qualitative perspective. Historical/critical, participant-observations, and various data gathering methods and models explored from theoretical and practical point of view.

697. **Internship.** Prerequisite: 18 graduate hours in CM and permission of graduate director.

698. **Master's Applied Project.** Development of project as requisite for obtaining the MA in Communication Management.

699. **Thesis Research.** Development of thesis as requisite for obtaining the MA in Communication Management.

Last modified 03/21/11