

COURSES

<p>MSC 611.R Project 1: Residency 0 CREDITS Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.</p> <p>MSC 611.T PR Team Project 2 CREDITS Learners collaboratively work as part of a team to solve a communication problem for a client.</p> <p>MSC 621.R Project 2: Residency 0 CREDITS Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.</p> <p>MSC 621.T Brand Strategy Team Project 2 CREDITS Learners collaborate in team to work with a client on brand strategies and visual identities.</p> <p>MSC 631.R Project 3: Residency 0 CREDITS Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.</p> <p>MSC 631.T Org Comm Team Project 2 CREDITS Learners collaboratively work as part of a team to solve a communication problem for a client.</p> <p>MSC 641.R Project 4: Residency 0 CREDITS Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.</p> <p>MSC 641.T IMC Team Project 2 CREDITS Learners collaborate in a team with a client to build an integrated marketing communications plan.</p> <p>MSC 651.R Project 5: Residency 0 CREDITS Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.</p> <p>MSC 651.T Capstone Team Project 2 CREDITS Learners collaboratively work as part of a team to solve a communication problem for a client.</p> <p>MSC 611.1 Rhetorical Theory 3 CREDITS Learners evaluate the rhetorical effectiveness of communication artifacts in applied contexts, including public relations contexts.</p> <p>MSC 611.2 Public Relations Strategies 3 CREDITS Learners analyze and evaluate a public relations problem for an organization as well as the strategic response. Learners structure a strategy for improving public relations responses to specific communication problems.</p> <p>MSC 621.1 Visual Communication Theory and Practice 3 CREDITS Learners research contemporary visual communication theories and applications.</p> <p>MSC 621.2 Visual Identity and Brand Strategy 3 CREDITS Learners work with client to research, evaluate, and provide recommendations for visual identity and brand strategy.</p> <p>MSC 631.1 Org Comm Research 3 CREDITS Learners act as consultants to an organization to strategically solve an organizational communication problem. Learners analyze an organization using qualitative research methods to assess an organization's communication problems.</p> <p>MSC 631.2 Org Comm Strategy 3 CREDITS Learners quantify collected data from organizational assessment to draw conclusions and develop a report. Learners analyze, structure, and present organizational assessment results and recommendations to solve an organizational problem.</p>	<p>MSC 641.1 Integrated Marketing Theory & Research 3 CREDITS Learners evaluate and research current trends and best practices in integrated marketing communications. Learners become familiar with research methods involved in the development of integrated marketing communications plans.</p> <p>MSC 641.2 Marketing Comm Strategy & Campaign Man. 3 CREDITS Learners work with a client to develop an integrated marketing communication plan and campaign management strategy.</p> <p>MSC 651.1 Capstone Research 3 CREDITS Learners do primary and secondary research toward a capstone project. Emphasis is on project management planning and project development.</p> <p>MSC 651.2 Capstone Production 3 CREDITS Learners create, revise, and present a capstone project based on research. Emphasis is on analysis, synthesis, and evaluation of data.</p>
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