

USC SCHOOL	Annenberg School for Communication and Journalism
ACADEMIC DEPARTMENT	Communication
GRADUATE PROGRAM	Communication Management
POST CODE	1324
TERM EFFECTIVE DATE	Spring 2021

PROGRAM DESCRIPTION

A brief description of the graduate program.

Students in the Master in Communication Management acquire the knowledge and tactics to decipher, design and execute effective communication strategies valued by executives, stakeholders and customers. Through a personalized course of study, students develop a mastery of communication theories, research methods and management skills needed to succeed in today's complex business ecosystems, including landscapes occupied by diversity, inclusion and justice questions. Coursework centers in the areas of marketing communication, entertainment and media, organizational and strategic communication, intercultural communication, and social change.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

Communication	Cinematic Arts
Public Relations	
Business Administration	
Marketing	

PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	NONE	

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
	NONE SPECIFIED – see note	

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

5	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
20	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

32	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
8	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)
32	MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

While there are core classes that are required for the CMGT degree, specific courses are not identified. The faculty elects to allow for required courses to be identified by subject as outlined in the catalog:

Students will take a required 4-unit research methods course in their first semester. In their second semester, students will take a required 4-unit core conceptual foundation course. During their course of study, students take 4 units from a list of approved theory-practice integration courses.

Suzanne Alcantara

Name of Authorizing Master's Program Dean

4/9/2021

Date Approved

Assistant Dean of Student Affairs

Authorizing Dean's Title