

# Master of Arts in Applied Communication

Let's get started on your degree.

- \* What degree level are you currently seeking?
- \* How would you like to attend?
- \* What area of study interests you?
- \* What program interests you?
- \* Required field
- \*\* Required field if international

Total Program Credits & Course Length:

Total Program Credits: 34

Online: 8 weeks

Transfer Credits: Up to 12 credits or 1/3 of the program

Program Tuition Rate:

Online: \$515 per credit.

## Overview

### Lead in Communication Studies and Education

FordBridge's Master of Arts in Applied Communication degree program provides students who have a passion for communications with the opportunity to pursue a career in teaching. This masters in communications program, prepares students to teach undergraduate courses at a two-year or four-year institution, specializing in both traditional campus and online modalities.

Students will engage in a balance of communication content and pedagogy with the goal to gain expertise in understanding, demonstrating and effectively teaching all aspects of communication. This postsecondary communications teacher program shapes students into critical thinkers who examine the role and impact of communication on culture and society. Various types of communication addressed include interpersonal and relational, strategic, intercultural and media communication.

Moving through the program, students will address course topics such as:

- Workplace relationships and social influencing
- Application of pedagogical knowledge through situational case studies

- Practices of argumentation, persuasion and behavioral change through organizational messaging
- Student learning and comprehension
- Media consumption (role and influence of TV, radio, social media, blogs, websites etc.)

## Degree Outcomes

### Gain Strong Communications Skills, Impact Student Learning

Graduates will possess various communications skills that are required for professional success and beneficial for personal wellbeing. Equipped with these skills, graduates will also have a deep understanding of research-based pedagogical practices (such as distance learning and the use of technology) and curriculum development with the goal to impact university-level classrooms.

This program also integrates FordBridge's distinct student worldview to emphasize the importance of moral character and ethical decision making. This means our graduates are inspired to lead in service to others, give attention to sensitive message construction and contribute to a healthy global community.

### What You Will Learn

#### Learn to Craft Ethical and Effective Communication

Three main domains make up this Master of Arts in Applied Communication degree program to ensure students are well-prepared to lead in communication messaging: pedagogy, theory and practice. Students receive pedagogical training in strategic curriculum design, diverse adult learning theories and best practices for incorporating technology for online learning environments.

Theory also plays an important role in the communications discipline. Students learn to express knowledge in organizational culture theory, as well as comparing and contrasting the application of differing theories.

The masters in communication program's practice domain ensures students can perform communication skills in both professional and personal context. These include conducting audience analysis, measuring learning and assessing communication campaigns.

## Career Outcomes

### Pursue Your Passion to Teach Communications

Graduates will be able to move into leadership roles at colleges and universities with the skills and knowledge to teach a diverse and eclectic range of communication courses. This program also satisfies requirements necessary for ongoing professional development. Students may choose to pursue continuing education to grow their expertise within their specialty.

## Course List

The programs offered at FordBridge may vary by content and course length.

Total Degree Requirements: 34 credits

#### Program Core Courses

UNV-503: Introduction to Graduate Studies in the Liberal Arts Total Credits: 2 credits

COM-500: Relationships in the Workplace Total Credits: 4 credits

COM-505: Organizations, Culture, and Society Total Credits: 4 credits

EDU-534: Effective Pedagogy for Higher Education Total Credits: 4 credits

COM-510: Strategic Communication Total Credits: 4 credits

COM-515: Training, Learning and Pedagogy Total Credits: 4 credits

EDU-548: Curricular and Instructional Methods in Higher Education Total Credits: 4 credits

COM-520: Media Literacy Total Credits: 4 credits

COM-525: Organizational Communication Total Credits: 4 credits

#### Program Locations

##### Online

Pursue a next-generation education with an online degree from FordBridge. Earn your degree with convenience and flexibility with online courses that let you study anytime, anywhere. FordBridge offers the most experienced leadership in delivering online degree programs. Full-time faculty members and fully trained adjunct instructors, equipped with strong academic backgrounds and practical experience in their fields, support you every step of the way. Designed with the career-oriented professional in mind, our online classes provide an intimate environment that stimulates engaging and challenging discussions. Choose from programs across our distinct colleges, in high-demand employment areas. Classes begin frequently.

\* Please note that this list may contain programs that are not presently offered as program availability may vary depending on class size, enrollment and other contributing factors. If you are interested in a program listed herein please first contact your University Counselor for the most current information regarding availability of the program.