# Corporate Communication Master Program

A 30-credit program

## CCOM Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCOM 5700 or CCOM 6700</td>
<td>Corporate Advocacy</td>
<td>3</td>
</tr>
<tr>
<td>CCOM 5750 or CCOM 6750</td>
<td>Corporate Social Responsibility</td>
<td>3</td>
</tr>
<tr>
<td>CCOM 6300</td>
<td>Financial Communication and Investor Relations</td>
<td>3</td>
</tr>
<tr>
<td>CMST 5600 or CMST 6600</td>
<td>Communication Consulting</td>
<td>3</td>
</tr>
<tr>
<td>CMST 6200</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

## Business: 9 credits

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>BUAD 6000</td>
<td>Accounting and Finance for the Non-Financial Manager</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 6005</td>
<td>Economic Foundations for Marketing Decisions</td>
<td>3</td>
</tr>
<tr>
<td>MBA 6140</td>
<td>Leading People and Change</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 6160</td>
<td>Leadership Coaching and Development</td>
<td>1.5</td>
</tr>
</tbody>
</table>

## Leadership: 3 credits (select one)

<table>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>LEDR 6051</td>
<td>Contemporary Leadership: Theory, Research and Application</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6101</td>
<td>Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6110</td>
<td>Leadership, Motivation and Organizational Change</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6115</td>
<td>Change Leadership in Self and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6125</td>
<td>Negotiations</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6215</td>
<td>Change Leadership</td>
<td>3</td>
</tr>
<tr>
<td>LEDR 6931</td>
<td>Topics in Leadership Studies</td>
<td>3</td>
</tr>
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## Business Elective: 3 credits

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</tr>
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</table>

## Master in Leadership Flowchart

A 30-credit program

1. **CCOM Courses** (15 credits)
   - CCOM 5700 or CCOM 6700: Corporate Advocacy (3 credit hours)
   - CCOM 5750 or CCOM 6750: Corporate Social Responsibility (3 credit hours)
   - CCOM 6300: Financial Communication and Investor Relations (3 credit hours)
   - CMST 5600 or CMST 6600: Communication Consulting (3 credit hours)
   - CMST 6200: Organizational Communication (3 credit hours)

2. **Business: 9 credits**
   - BUAD 6000: Accounting and Finance for the Non-Financial Manager (3 credit hours)
   - BUAD 6005: Economic Foundations for Marketing Decisions (3 credit hours)
   - MBA 6140: Leading People and Change (1.5 credit hours)
   - MBA 6160: Leadership Coaching and Development (1.5 credit hours)

3. **Leadership: 3 credits (select one)**
   - LEDR 6051: Contemporary Leadership: Theory, Research and Application (3 credit hours)
   - LEDR 6101: Strategic Communication (3 credit hours)
   - LEDR 6110: Leadership, Motivation and Organizational Change (3 credit hours)
   - LEDR 6115: Change Leadership in Self and Organizations (3 credit hours)
   - LEDR 6125: Negotiations (3 credit hours)
   - LEDR 6215: Change Leadership (3 credit hours)
   - LEDR 6931: Topics in Leadership Studies (3 credit hours)

4. **Business Elective: 3 credits**