

COMMUNICATION ARTS

Degree: Master of Arts
 Certificate: Health Communication Leadership
 Department: Communication Arts
 Building 36, Room 178
 (850) 474-2829
<http://uwf.edu/commarts/>
commarts@uwf.edu
 College: Arts and Sciences

The M.A. program provides advanced-level training in communication skills and strategies. The emphasis is on hands-on experience, critical thinking, ethics, and current issues in leadership. Students gain an in-depth understanding of communication theories, research, and best practices to enhance leadership in professional contexts ranging from health care to mass media.

No more than 49% of the program requirements for this degree may be in traditional business subjects.

In addition to general University requirements, students seeking the M.A. in Communication Arts must meet the requirements listed below.

Contact the department for information concerning the certificate.

ADMISSION REQUIREMENTS

Students must take the GRE and submit their scores. Students with less than a 450 on the verbal section must complete COM 6023, 6026, and 6029 with a minimum GPA of 3.5 before admission to the program.

FOUNDATIONAL PROFICIENCIES

STA 2023 Elements of Statistics3

DEGREE REQUIREMENTS

COM 5121 Organizational Communication.....3
 COM 5206 Communication Training3
 COM 6023 Enhancing Communication Within Health Care
 Organizations3
 COM 6026 Promoting the Health Care Organization and
 Its Goals3
 COM 6029 Improving Employee and Patient Satisfaction 3
 COM 6312 Quantitative Research Methods3
 COM 6xxx Advanced Leadership Communication3
 MAN 6156 Management and Organizational Behavior3
 Advisor approved electives outside the Communication Arts ..9

Choose one:

COM 6027 Health Communication Leadership.....3
 COM 6930 Organizational Communication Project3