Master of Arts in Interdisciplinary Communication

Program Director

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Program Description

The Master of Arts degree in Interdisciplinary Communication is designed for professionals in any organizational setting who wish to develop advanced communication knowledge and skills, as an end in itself or as preparation for a doctoral degree. In profit and non-profit, academic or non-academic settings, the program learning outcomes will be beneficial to anyone, but especially to managers and administrators.

Graduates will understand how theory guides practice in professional communication; write effectively for multiple audiences using current technologies; develop strategies for effective organizational marketing; acquire advanced analytical and research skills appropriate to organizations; gain effectiveness in face-to-face and computer mediated interpersonal relationships; and appreciate ethical communication choices necessary for today’s professionals.

Faculty Research Interests

Communication Studies

Rebecca Curnalia, Ph.D., Associate Professor  
Informational and emotional content and effects of political communications; informational and emotional processing; political knowledge; political attitudes; vote choice; political motives; fear appeals; gender bias; grassroots campaigns

Adam C. Earnheardt, Ph.D., Associate Professor and Chair  
Sports media and fandom; media ethics; social media platforms; applications and campaigns; interpersonal and organizational conflict management and negotiation; public speaking and communication pedagogy

Cary W. Horvath, Ph.D., Associate Professor  
Nexus of media use and interpersonal communication; communibiology paradigm; business communication; use of media during 9/11; reality television

George McCloud, Ph.D., Professor  
Organizational culture and communication; international communication with an emphasis on Asia, in particular on China; small group processes, in particular when such processes evolve in the workplace

Daniel J. O’Neill, Ph.D., Professor  
Argumentation and rhetoric; application of argumentation for teaching critical thinking skills; communication pedagogy; rhetoric of film; parliamentary procedure

Jeff Tyus, Ph.D., Associate Professor  
Communication apprehension; intercultural communication and media usage; Black masculinity in America; images of women in the media; media relations and grassroots political campaigns; conflict management and forgiveness; sports communication and fandom; new communication media and international student usage

English (Professional Writing and Editing)

Julia M. Gergits, Ph.D., Professor and Chair  
Technical and professional writing, editing, and communications; report and proposal writing; instructional design

Jay L. Gordon, Ph.D., Associate Professor  
Rhetoric, technical and professional communication; document design; pedagogy of writing
Karen Kaiser Lee, Ph.D., Assistant Professor
Composition and rhetoric; digital media and rhetoric; publication issues and management; participatory media and culture; professional and technical writing

Marketing

Kendra Fowler, Ph.D., Assistant Professor
Services marketing; retailing

Bruce Keillor, Ph.D., Associate Professor
Marketing strategy; firm-level political strategy; cross-cultural marketing

James Kohut, Ph.D., Professor
Entrepreneurship, sales management and training

Peter A. Reday, Ph.D., Associate Professor
International business; personal selling; market research; business-to-business marketing

Ying Wang, Ph.D., Associate Professor
Integrated marketing communication; brand communication; international marketing; e-marketing

Admission Requirements

To be admitted to the program, students will need to submit the following for consideration:

- Satisfactory scores on the Graduate Record Examination (GRE)
- A current resume outlining academic and professional experience
- A letter of interest explaining how the candidate’s academic and/or professional experience and goals align with the MA program
- Official transcript(s) documenting a minimum cumulative GPA of 3.0 on a 4.0 scale. The applicant must send one transcript from each college or university attended, except YSU, to Graduate Admissions in Coffelt Hall.
- Three completed recommendation forms

A committee consisting of a faculty advisor from each of the three areas of study will objectively consider all applications and invite the most qualified applicants to interview.

Degree Requirements

The Master of Arts in Interdisciplinary Communication will draw on the coursework and strengths of three concentration areas: communication, professional writing and editing (in English), and marketing. Students will take courses according to the following plan:

Core Courses (Thesis and Non-Thesis Option) 21 s.h.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 6957</td>
<td>Organizational Communication Research</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CMST 6980</td>
<td>Applied Research Methods</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>CMST 6990</td>
<td>Measurement and Analysis</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>ENGL 6943</td>
<td>Technical Communication</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>ENGL 6944</td>
<td>Document Design and Production</td>
<td>3 s.h.</td>
</tr>
<tr>
<td>MKTG 6900</td>
<td>Foundations of Marketing</td>
<td>2 s.h.</td>
</tr>
<tr>
<td>MKTG 6966</td>
<td>Research Problems</td>
<td>2 s.h.</td>
</tr>
<tr>
<td>MKTG 6942</td>
<td>Strategic Marketing Management</td>
<td>2 s.h.</td>
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Non-Thesis Option 15 s.h.
Elective Courses  
9 s.h.

Students will take a total of three, 3-credit courses from at least two of the three concentration areas

CMST 6970  Professional Internship 3 s.h.
CMST 6994  Capstone (Applied Research Paper) 3 s.h.

Thesis Option  
15 s.h.

Elective Courses  
6 s.h.

Students will take a total of two, 3-credit courses from at least two of the three concentration areas

CMST 6970  Professional Internship 3 s.h.
CMST 6995  Thesis (Prospectus, Completed Study) 6 s.h.

Total hours required for degree  
36 s.h.