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.
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.

<table>
<thead>
<tr>
<th>Dept. Prefix - Course #</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE SPECIFIED — see note</td>
<td>NONE SPECIFIED — see note</td>
<td></td>
</tr>
</tbody>
</table>

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.

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

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

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

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 4/9/2021
Name of Authorizing Master’s Program Dean Date Approved

Assistant Dean of Student Affairs

Authorizing Dean’s Title