

MASTER OF ARTS IN COMMUNICATION AND LEADERSHIP STUDIES (MA)

The Master of Arts in Communication and Leadership Studies (COML) is designed to provide graduate-level expertise for solving communication problems in modern organizations and social systems from a communication and leadership perspective, and also prepare effective, ethical communicators who use critical thinking for positive local and global change. Organizations depend upon complex formal and informal communication for effective operation in increasingly technologically based, communication networks. What distinguishes the 21st century from the 20th is the unprecedented degree to which communication and information technology enable creation of active networks linking individuals, functions and organizations. The program is grounded in practical, scientific and humanistic theory and methodology, global communication and ethics, and is relevant for those seeking to enhance their communication and leadership knowledge and skills in corporate communications, public relations, media management, media studies, human resources, marketing, strategic planning, training and consulting, media literacy, college teaching, or Ph.D. work in communication.

The degree builds upon the historic tradition of communication as part of the cornerstone of a Jesuit education and lays the groundwork for high leverage knowledge and skills in communication and leadership in today's complex world. This program combines relevant theories and experiential learning applicable to the latest workplace developments.

The COML master's degree is designed to meet the needs and schedules of working adults. The online program consists of 30 credits; one short-term, on-campus or virtual immersion is required.

Distinctive features: includes a unique blend of communication and leadership theory and their practical application, a range of visiting scholars and professionals who visit to discuss cutting-edge work in communication and leadership, internship and service-learning opportunities, and optional study abroad experiences.

Admissions

1. Students applying to Gonzaga University must submit Gonzaga's Graduate Application, which can be accessed online at <https://www.gonzaga.edu/gradapply> (<https://www.gonzaga.edu/gradapply/>)
2. with the application for graduate study, each program at Gonzaga has distinct admission requirements. Please refer to the table below to view that detailed information.

Program Name	How to Apply Link
Master of Arts in Communication & Leadership (Online)	https://www.gonzaga.edu/online-graduate-programs/online-programs/m-a-communication-leadership-studies/how-to-apply (https://www.gonzaga.edu/online-graduate-programs/online-programs/m-a-communication-leadership-studies/how-to-apply/)

Prerequisite

A bachelor's degree from a regionally accredited college or university is required.

Program Requirements

Program Outline: 30 Credits

- Core: 12 credits
- Electives: 15 credits from communication (COML) and/or organizational leadership (ORGL) electives
- Capstone Sequence: three credits

Code	Title	Hours
Required Courses		
COML 595	Communication and Leadership	3
COML 597	Communication Ethics	3
COML 598	International and Intercultural Communication	3
COML 599	Content Creation and Strategy	3
COML 602	Communication and Leadership Capstone (content specific to any concentration)	3
Total Hours		15

Change Leadership Concentration

Code	Title	Hours
ORGL 515	Leadership and Human Potential	3
ORGL 516	Relational Dynamics and Organizational Development	3
ORGL 517	Organizational Change and Transformation	3
Select one of the following:		3
COML 504	Organizational Communication	
COML 511	Communication Consulting and Training	
COML 598	International and Intercultural Communication	
ORGL 506	Leadership and Diversity	
ORGL 518	Transforming Leadership	
ORGL 523	Psychology of Leadership	
ORGL 550	Team Building and Leadership	
ORGL 551	Advanced Team Building and Leadership	
ORGL 689	Special Topics (Contemporary Leadership Strategies to Combat Hate)	
Total Hours		12

College Teaching of Communication Concentration

Code	Title	Hours
COML 510	Communication Teaching and Pedagogy	3
COML 520	Communication Leadership Internship	3
or COML 525	Advanced Pedagogy	
Select one of the following:		3
COML 505	Digital Storytelling	
COML 509	Social Media Engagement and Analysis	
COML 511	Communication Consulting and Training	
COML 513	Special Topics in Communication	
COML 515	Relational Communication	

COML 516	Disinformation in Digital Age
COML 518	Online Course Design and Teaching
COML 522	Renaissance Rhetoric and Contemporary Leadership
COML 530	Women, Communication, and Leadership
COML 550	Visual Data Communication
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Total Hours	

courses listed as required course options and one additional elective course.

Digital Media Strategies Concentration

Code	Title	Hours
Select two of the following:		6
COML 505	Digital Storytelling	
COML 540	Digital Media Analysis	
COML 545	Digital Surveys, Algorithms, and Ethics	
Select two of the following:		6
COML 504	Organizational Communication	
COML 509	Social Media Engagement and Analysis	
COML 512	Strategic and Crisis Communication	
COML 516	Disinformation in Digital Age	
COML 518	Online Course Design and Teaching	
COML 524	Artificial Intelligence and Communication	
COML 541	Advanced Digital Media Analysis	
COML 550	Visual Data Communication	
COML 570	Introduction to Global Systems	
COML 572	Communication and Community Development	
Total Hours		12

Strategic and Organizational Communication Concentration

Code	Title	Hours
COML 504	Organizational Communication	3
or COML 512	Strategic and Crisis Communication	
Select two of the following:		6
COML 505	Digital Storytelling	
COML 509	Social Media Engagement and Analysis	
COML 511	Communication Consulting and Training	
COML 514	Strategic and Applied Public Relations	
COML 515	Relational Communication	
COML 524	Artificial Intelligence and Communication	
COML 530	Women, Communication, and Leadership	
COML 540	Digital Media Analysis	
COML 541	Advanced Digital Media Analysis	
Total Hours		9

Note: Other COML courses may be substituted on a case by case basis as approved by the COML Department Chair. Students can also take both