

COMMUNICATION ARTS



Master of Arts in Administration

SCHOOL of
PROFESSIONAL STUDIES

PROGRAM OVERVIEW

The Master of Arts in Administration (MAA) in Communication Arts is meant to help students gain knowledge in their chosen degree field, but also prepare them to serve as ethical and accountable administrators who are able to conceptualize, and critically analyze complex organizational issues and who are able to persuasively communicate toward a course of action that is in the best interest of those they serve.



PROGRAM FORMAT

Courses are 8-weeks long and offered six terms each year. Faculty are scholar practitioners with real world experience.

- **Available in the classroom at the following centers:**
Northwest Center (Core classes only)
- **Available 100% online**

CAREER OPPORTUNITIES

Job examples for this degree: Administrative Management Public Relations Management
Advertising Specialist Human Resources Specialist

Learn about earning potential: U.S. Bureau of Labor Statistics | www.bls.gov

CONTACT US

UIW School of Professional Studies Admissions

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www.SPS.UIW.edu

Accreditation: University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of University of the Incarnate Word.

DEGREE PROFILE

YEAR 1				
Term	Course Title	Hours	Course Title	Hours
Term I	PMBA 6309 Applied Human Resource Management*	3	ORGD 6320 Organizational Behavior and Learning*	3
Term II	ORGD 6355 Organizational Change*	3	COMM 6301 Communication Theory+	3
Term III	ADMN 6360 Management Concepts and Issues*	3	COMM 6302 Media Ethics+	3
Term IV	ADMN 6375 Strategic Planning and Policy*	3	COMM 6303 Principles of Writing for the Media+	3
Term V	ORGD 63CS Capstone	3	COMM 6304 Aesthetics of Visual Perception+	3

* Indicates Core Courses + Indicates Concentration Courses

Total requirements must meet 30 credit hours to be eligible for graduation.

