Communication | Old Curriculum (For students admitted prior to summer 2010)

The core curriculum offers grounding in the science and theory of communication. Elective courses address practical and applied skills in the communication professions. Subject areas range from political and health communication to business and non-profit communication. Within this varied curriculum, students work with an advisor to design a course of study that best suits their needs.

- Students must take a total of 10 courses
  - Research and Writing Methods
  - At least two core courses
  - Six elective courses
  - Thesis course
- All students must complete a thesis. Graduation is subject to completion of the thesis course and approval of the thesis by the thesis committee. Students who do not finish their theses in one semester must register for Thesis Continuation for every subsequent semester (including summer) until they complete their degrees. Students may not take a leave of absence while on thesis continuation.
- Provisional students may not take classes online.

Course Requirements*

- 480.600 Research and Writing Methods
- 480.800 Thesis

*Students who earn a C or below in a required course must retake the course.

Core Courses (select a minimum of two)*

- 480.601 Introduction to the Digital Age
- 480.603 Political Economy of Mass Communication
- 480.604 Media Theory or Media Effects
- 480.606 Persuasion Theory and Research or Persuasion**
- 480.602 Changing Behavior Through Communication
- 480.608 Applied Quantitative Research
- 480.609 Applied Qualitative Research

*Students who earn a C or below in a core course may not count that course toward core requirements.

**Students who have taken The Social Psychology of Persuasion have the option of treating this course as either a core or a course that counts toward the political communication concentration. It cannot be counted toward both. Persuasion Theory and Research and Persuasion do not count toward any concentration. Students cannot take both Persuasion Theory and Research and The Social Psychology of Persuasion.
Electives (select six)

Students may take electives in any area regardless of concentration. Students may take up to two communication courses in other Johns Hopkins University departments subject to the approval of the associate program chair.

CONCENTRATIONS

All students earn an MA in Communication. In addition, they may identify a concentration in one or occasionally two of the below fields. A concentration requires at least four of the courses in an area. Students may take electives in any area regardless of concentration. A single course cannot count toward two concentrations. Students who want to earn two concentrations must take eight electives. Students do not need to specify a concentration. Concentrations are not currently available for students taking courses online.

Concentration in Public and Media Relations

- 480.629 Public Relations in the Age of Digital Influence
- 480.631 Effective Web Design and Strategy
- 480.634 Journalism in the Digital Age
- 480.635 Communication.org: Not-for-Profits in the Digital Age
- 480.643 Branding and Advertising
- 480.653 Communicating for Social Change
- 480.654 Strategic Communication Program Management
- 480.656 Pitches, Press Releases, and Messages
- 480.657 Introduction to Public Relations
- 480.658 Public Relations Writing
- 480.659 Crisis and Issue Communication
- 480.660 Media Relations
- 480.662 Editorial and Opinion Writing
- 480.663 Integrated Marketing Communication
- 480.665 Speechwriting: Composition and Delivery
- 480.668 Understanding Markets and Audiences
- 480.669 Emergency and Risk Communication
- 480.678 Spokesperson Development and Training
- 480.690 Communication in China
- 480.692 Public Relations and Public Affairs from a European Perspective

Concentration in Political Communication

- 480.623 Political Communication Campaigns
- 480.624 Press Secretary: Theory and Practice
- 480.625 History of Communication Technology
- 480.632 Digital Political Strategy
- 480.655 Public Affairs: Shaping Public Opinion, Driving Public Policy
- 480.656 Pitches, Press Releases, and Messages
- 480.658 Public Relations Writing
- 480.659 Crisis and Issue Communication
- 480.662 Editorial and Opinion Writing
- 480.665 Speechwriting: Composition and Delivery
- 480.668 Understanding Markets and Audiences
- 480.669 Emergency and Risk Communication
- 480.670 Communications Law and Policy Making
- 480.671 Government Relations and Lobbying
- 480.672 Polling for Strategic Communication
- 480.674 History of American Political Communication
- 480.676 Media, Power, and Politics
- 480.677 Grassroots Political Communication
- 480.678 Spokesperson Development and Training
- 480.690 Communication in China
- 480.692 Public Relations and Public Affairs from a European Perspective

**Concentration in Health Communication**

- 480.653 Communicating for Social Change
- 480.654 Strategic Communication Program Management
- 480.659 Crisis and Issue Communication
- 480.668 Understanding Markets and Audiences
- 480.669 Emergency and Risk Communication
- 480.672 Polling for Strategic Communication
- 480.681 Developing Health Communication Campaigns
- 480.682 Health Psychology and Behavior Change
- 480.684 Using Evaluation to Improve Health Communication
- 480.686 Behavior Change and Education through Entertainment
- 480.687 Intercultural Communication
- 480.688 Children, Media, and Health

**Concentration in Digital Technologies**

- 480.625 History of Communication Technology
- 480.629 Public Relations in the Age of Digital Influence
- 480.630 Essential Skills in Digital Media Literacy
- 480.631 Effective Web Design and Strategy
- 480.632 Digital Political Strategy
- 480.634 Journalism in the Digital Age
- 480.635 Communication.org: Not-for-Profits in the Digital Age
- 480.637 Using Social and Digital Media
- 480.638 Internet Strategies or Internet and Mobile Strategy Lab
- 480.639 Publishing: Print to Digital
- 480.668 Understanding Markets and Audiences
- 480.670 Communications Law and Policy Making
Concentration in Corporate and Non-Profit Communication

- 480.605 Organizational Communication
- 480.631 Effective Web Design and Strategy
- 480.638 Internet Strategies or Internet and Mobile Strategy Lab
- 480.642 CSR Communication Strategies
- 480.643 Branding and Advertising
- 480.646 Managerial Communication
- 480.653 Communicating for Social Change
- 480.654 Strategic Communication Program Management
- 480.657 Introduction to Public Relations
- 480.659 Crisis and Issue Communication
- 480.660 Media Relations
- 480.663 Integrated Marketing Communication
- 480.635 Communication.org: Not-for-Profits in the Digital Age
- 480.668 Understanding Markets and Audiences
- 480.687 Intercultural Communication