



## The University of Kansas Edwards Campus KU's campus for working adults

KU offers a variety of undergraduate degree-completion, graduate, and professional programs in their entirety on the KU Edwards Campus in Overland Park, Kan. The Edwards Campus caters to working professionals, with class times in the late afternoons, evenings, and Saturdays. Courses are taught by KU faculty members and carry the same credit as those taught on the Lawrence campus. A degree from the Edwards Campus is a degree from KU.

*"Communication studies is about making our messages count. It's about the way we interact in society and how we can solve problems constructively."*

—Cheri Hampton, '04,  
team leader,  
benefits and compensation,  
Research Medical Center

### Student services

The Edwards Campus is large enough to provide outstanding student services on-site and online but small enough that you see familiar faces and receive strong customer service.

Student services include academic advising, disability resources, writing consultation, career services, and financial aid and scholarships. Multiple computer labs



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and a wireless environment offer instant access for students. KU's vast library system provides thousands of articles online, and students also have access to millions of books and articles that can be delivered from the Lawrence campus. Librarians are available by appointment to assist students in their research.

Jayhawk Central is the student union. It features a KU Bookstore, coffee shop, pizzeria, and a comfortable, wireless environment for individual or group study.

Quiet study rooms are available for students to check out. Student service personnel keep evening hours to serve students' needs.

*"Communication is how everything is accomplished in this world. But effective communication isn't something that just happens. It's a skill that is honed and cultivated."*

—Merritt Engel, '02,  
Merrigan & Co. vice president and  
former president of the Kansas City  
Direct Marketing Association

average of 3.5 or higher as well as significant work experience and/or another graduate degree may petition for a waiver of the GRE. For more information, contact the program adviser.

### How to apply

A complete application consists of an application form and fee, submitted online through [www.graduate.ku.edu](http://www.graduate.ku.edu); one copy of all transcripts from prior study; GRE scores (KU's school code is 6871); a letter outlining your academic and professional objectives; a vitae or résumé; and three letters of reference. Visit the program's Web site at [www.edwardscoms.ku.edu](http://www.edwardscoms.ku.edu) for more information about the application process and where to send materials.

### Nondegree applicants

If you have an undergraduate grade-point average of at least 3.0 and several years of work experience, you may be eligible to take a class as a nondegree-seeking student. Visit [www.edwardscoms.ku.edu](http://www.edwardscoms.ku.edu) for more information.

### Application deadlines

Apply by May 5 for fall admission and by November 15 for spring admission.

### Admission

To be considered for admission, an applicant must have

- An undergraduate degree from KU or another accredited institution with substantially the same requirements for an undergraduate degree (approximately 120 credit hours).
- An undergraduate grade-point average of 3.0 or higher on a 4.0 scale.
- Graduate Record Examination (GRE) scores at the 60th percentile level on the verbal section, 50th percentile on the quantitative section, and 4.5 or higher on the written portion of the exam. In rare instances, students with an undergraduate grade-point



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# MASTER OF ARTS IN COMMUNICATION STUDIES

The University of Kansas Edwards Campus

## About the communication studies program

The Master of Arts in communication studies is designed to help you understand the pervasive and powerful role communication plays in organizations, teams and interpersonal relationships. The program's course work will help you develop greater proficiency in writing, speaking, critical reading, and group interaction to improve your own communication abilities. A degree in communication studies will enhance your competency in a dimension critical to success in any work environment, even if you change careers.

## Organizational communication

The communication studies program at the KU Edwards Campus focuses on organizational communication, exploring the role of messages, language, emotions, and symbols in creating and sustaining organizations. In particular, courses examine the networks and cultures that are created and reflected through communication processes and the role of communication in organizational effectiveness. This includes interactions between superiors and subordinates, among team and group members, and with stakeholders and other constituents. Organizational communication also examines how organizations use and misuse technology and how they use rhetorical strategies to persuade their members and publics.

*"I wanted to further my education in a field that wouldn't pigeonhole me into a particular profession. The communication studies program offers some key constructs to help us discover what is useful and what is effective in many fields."*

—Jamie McIntosh, '01,  
freelance writer and former trainer,  
Cancer Information Service

## Why communication studies?

Everything we do in our workplaces — and everywhere else — is about effective communication with another individual, group, organization, or the public. By investigating theories of communication and practicing a variety of communication skills, you will expand your abilities beyond the frame of your specialty and set yourself apart from the crowd with training in areas typically neglected in management and business programs. A degree in communication studies will help you develop the versatility that is crucial to long term success in today's rapidly changing world.

In addition to learning from faculty who are recognized as topical experts and outstanding educators in their fields, students benefit from the breadth of experience and wide-ranging backgrounds of their peers in the classroom. This creates lively and meaningful class discussions, and often leads to relationships that last well beyond the program.

## Who will benefit from the degree?

- Those who know the subject of their jobs but want additional tools and knowledge to enhance their work performance.
- Those who seek leadership and management positions and want a degree that will set them apart from the crowd.
- Those who want to be challenged — who are invigorated by critical thinking, analysis and lively discussion.
- Those who sense communication is at the heart of the human experience and seek to improve their understanding of that experience.
- Those who recognize the advantages of having a degree from KU, including the national reputation, alumni network, and career services.

## Program curriculum

The Master of Arts in communication studies is a 30-credit-hour degree program. This involves either 30 hours of course work and acceptable performance



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on a comprehensive written and oral exam or 24 hours of course work and 6 hours of credit for completion of a master's thesis. Either option has two required courses (6 credit hours):

**Proseminar in Communication Studies.** An overview of the discipline of communication studies, including review of various theories for understanding the processes and outcomes of communication.

*"After I completed my M.A., the president of our company told me, 'Getting this degree is the best thing you could have done for your career.' Clearly he noticed a difference in my abilities. I believe the M.A. helped me earn a promotion to a director-level position."*

—Steve Minshall, '02,  
director of health and safety,  
Ash Grove Cement Company

## Communication Research Methods.

An introduction to the key methodological approaches used in research in the field, including humanistic message analysis and evaluation, observational techniques, survey creation and analysis, and experimental design.

In addition to the two required courses, 24 credit hours of electives are divided between two areas of communication in plans that are created for each individual student.

- Typical courses include
- Writing and Speaking for Decision Makers
  - New Communication Technologies and the Workplace
  - Communication in Coaching and Leadership
  - Interpersonal Communication
  - Organizational Rhetoric

- Communication Challenges in Distributed Organizations
- Micro-level Organizational Communication
- Macro-level Organizational Communication
- Health Communication
- Communication in Diffusion of Innovation
- Survey of Theory and Research in Organizational Communication

To help you customize the degree to fit your needs, up to 6 hours of course work may be completed in another department with the approval of the program director.

## Are scholarships available?

The KU Edwards Campus offers specific scholarships for Edwards Campus degree-seeking students, as well as the KU Edwards Tuition Grant. For more information about KU Edwards Campus scholarships and grants, please visit [edwards.ku.edu/current/financialaid.shtml](http://edwards.ku.edu/current/financialaid.shtml).

Information on loans and financial aid is available in the Office of Student Financial Aid, (785) 864-4700, [www.financialaid.ku.edu](http://www.financialaid.ku.edu).

Many employers in both the private and public sectors offer tuition reimbursement for staff pursuing advanced degrees. Check with your human resources department for information.

## Want to learn more about communication studies?

For more information about the Master of Arts in communication studies at the KU Edwards Campus, visit [www.edwardscoms.ku.edu](http://www.edwardscoms.ku.edu) or contact the communications studies program adviser at (913) 897-8510. You can also call the campus at (913) 897-8400 or visit [edwardscampus.ku.edu](http://edwardscampus.ku.edu).

## Why choose KU's Edwards Campus?

• **Convenience.** You have a career. You may be married, and you may even have kids. Spare time is at a premium. We know. The Edwards Campus gives you access to KU programs and KU faculty right here in metropolitan Kansas City. Late afternoon, evening and Saturday classes help you balance your life.

• **Service.** The Edwards Campus caters to the adult learner rather than the traditional student. We know you demand good student service, and we provide it. Advisers work evening hours, and our front desk stays open when the semester is in session. Our goal is that you do not have to drive to the Lawrence campus.

• **Price.** With dozens of our competitors to choose from in the Kansas City area, we know KU is a value-added education: top-ranked, nationally respected programs for below-average tuition. Even our friends on the Missouri side of the state line can enjoy reduced tuition costs with our MetroKC tuition rates.

• **Connections.** The Edwards Campus features wireless Internet for its students. All classrooms are equipped with Internet connections and everything you need for class presentations. Multiple computer labs mean instant access with no waiting.

• **Enrichment.** Each semester, more than 2,000 working adults enroll at the Edwards Campus, giving you limitless opportunities to network and share life experiences.

*"I use my learning at KU in every aspect of my job. Every class has applied to my role in the district."*

—Bob Vogelaar, '02,  
assistant superintendent of  
human resources, Liberty,  
Missouri School District

• **Communication studies.** Communication studies has been at the heart of the Liberal Arts since the beginning of higher education in the West some 2,500 years ago. The Greeks knew that when people exist in a community of any kind, the three most basic skills they need are the ability to listen to what someone else says, to judge whether their comments are sensible, and to devise a response. What was true 2,500 years ago is still true today. If anything, the rise of the Internet makes the study of communication more important than it has been at any other point in human history.

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