

# COMMUNICATION ARTS

Degree: Master of Arts  
 Certificate: Leadership Skills  
 Department: Communication Arts  
 Building 36, Room 178  
 (850) 474-2829  
<http://uwf.edu/commarts/>  
[commarts@uwf.edu](mailto:commarts@uwf.edu)  
 College: Arts and Sciences

The M.A. program provides advanced-level training in communication skills and strategies. The emphasis is on hands-on experience, critical thinking, ethics, and current issues in leadership. Students gain an in-depth understanding of communication theories, research, and best practices to enhance leadership in professional contexts ranging from health care to mass media.

No more than 49% of the program requirements for this degree may be in traditional business subjects.

In addition to general University requirements, students seeking the M.A. in Communication Arts must meet the requirements listed below.

Contact the department for information concerning the certificate.

## ADMISSION REQUIREMENTS

General university requirements for admission to graduate programs are described in the Graduate Admissions section. Graduate departments are currently developing departmental admission guidelines to govern admission to their specific disciplines. Refer to individual departments for more details regarding acceptable graduate admissions test, minimum score requirements, etc.

## FOUNDATIONAL PROFICIENCIES

STA 2023 Elements of Statistics..... 3

## DEGREE REQUIREMENTS

COM 5121 Organizational Communication ..... 3  
 COM 5206 Communication Training ..... 3  
 COM 6023 Enhancing Communication Within  
 Health Care Organizations..... 3  
 COM 6026 Promoting the Health Care Organization  
 and its Goals..... 3  
 COM 6029 Improving Employee and Patient  
 Satisfaction ..... 3  
 COM 6207 Advanced Leadership Communication ..... 3  
 COM 6312 Quantitative Research Methods ..... 3  
 MAN 6156 Management and Organizational Behavior .. 3  
 Advisor approved electives outside the Communication Arts ... 9

### Choose one:

COM 6027 Health Communication Leadership ..... 3  
 COM 6930 Organizational Communication Project ..... 3