

Madison University – Distance Education
College of Business and Economics
Degree Program: Doctorate
Concentration: Communications

Office of Admissions

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COMM 70701

Advanced Communications

An advanced study to the communication process. Survey and application of infra- and inter-personal communication with special emphasis given to communication models, the message, the sender, and resulting behavior.

COMM 70702

Advanced Media Writing

A study devoted to the development of on-camera and on-microphone techniques and skills for television, radio, and media writing. Advanced study.

COMM 70704

Advanced Group Communications

The practical application of theories of verbal and visual communication. Advanced study.

COMM 70705

Advanced Public Relations

The process of communicating an organization's desired image to its internal and external audiences. Discusses planned programs and controlling the presentation of events and ideas. Advanced study.

COMM 70707

Persuasion

A study of the ability to persuade by the use of oral and written communication. Emphasis is placed on writing and the ability to discuss without choosing sides on any particular topic. The course will also include techniques used in print and broadcast media.

COMM 70708

Listening III

This course deals with listening and understanding what is heard by any individual. Listening is one of the biggest parts of communication. Emphasis will be placed on workplace relationships.

COMM 70710

Advanced Mass Communications

The study of history and development, structure, roles, and functions of mass media in society. Also studies the standards for evaluating mass media. Advanced study.

DISS Dissertation

The Dissertation.

“Stop thinking in terms of limitations and start thinking in terms of possibilities”

- Terry Josephson, 20th/21st-century motivational author

**Madison University – Textbook Enumeration
Doctorate Degree Program
Concentration – Communications**



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COMM 70701

Advanced Communications

Textbook: Gender and Communications

ISBN#: 0-697-20154-6

COMM 70702

Advanced Media Writing

Textbook: News Reporting and Writing, 8th edition

ISBN#: 0-072-36186-7

COMM 70704

Advanced Group Communications

Textbook: Groups in Context: Leadership and Participation in Small Groups

ISBN#: 0-07-240084-6

COMM 70705

Advanced Public Relations

Textbook: This is PR: The Realities of Public Relations, 7th edition

ISBN#: 0-534-55962-X

COMM 70707

Persuasion

Textbook: Getting Through to People

ISBN#: 0-13-355041-9

COMM 70708

Listening III

Textbook: Prentice Hall's Get a Grip on Speaking and Listening: Vital Communication Skills for Today's Business World

ISBN#: 0-13-183120-8

COMM 70710

Advanced Mass Communications

Textbook: Old Media New Media: Mass Communications in the Information Age

ISBN#: 0-8013-1743-6