

admission requirements & procedures

Admissions requirements include an undergraduate degree from an accredited institution and at least 3.0 grade point average in the last 60 hours of coursework. Instructor approval may be required for selected elective courses. Academic background in Communication Studies or related field is expected. Students without an undergraduate major or minor in Communication Studies will be required to complete background course requirements including the equivalent of an undergraduate quantitative research methods course. Students admitted to the certificate program will not automatically be eligible for the M.A. degree in Communication Studies; a separate application procedure through the Graduate College is necessary for an M.A. degree-seeking student.

how to apply

To apply for the Certificate Program in Corporate Communication and Training contact the Graduate College at Texas State University - San Marcos for an application form. Submit the completed application form and **one copy** of your undergraduate transcript to the Graduate College

To apply contact:

Graduate Admissions Office
Texas State University - San Marcos
San Marcos, Texas 78666
Phone: 512-245-2581
e-mail: gradcollege@txstate.edu

For additional information or to talk to an advisor contact:

The Department of Communication Studies
Texas State University - San Marcos
San Marcos, TX 78666

Phone: 512-245-2165
Fax: 512-245-3138
e-mail: sb03@txstate.edu
www.finearts.txstate.edu/commstudies



Texas State University | SAN MARCOS

Texas State, a member of the Texas State University system, is an equal opportunity educational institution. Publications will, upon request, be provided in alternative formats.



Texas State University | SAN MARCOS

Department of Communication Studies
601 University Drive
San Marcos, Texas 78666

Graduate Certificate in Corporate Communication & Training

Department of Communication Studies | Texas State University-San Marcos

Graduate Certificate in Corporate Communication & Training

It is an unchallenged fact that people who work in corporate America need to be effective communicators. Corporate training departments expend considerable resources developing employees' communication competencies.

The Department of Communication Studies at Texas State University-San Marcos offers a Certificate in Corporate Communication and Training to provide graduate-level instruction in organizational communication, communication training and development, and communication principles and strategies for contemporary organizations.

This program is designed for professionals who have leadership roles in which effective communication is vital to success. Specifically, the program is developed for leaders and professionals who need skills and competencies in communication, training, human resource development, and organizational development. This program is of special interest for students interested in technical communication, business, health professions, education and related areas. The nine-hour certificate program may be taken as a freestanding certificate or as part of a Master's or Doctoral program.

program goals

The goal of this program is to provide high-quality instruction to help contemporary organizations develop individual, collaborative, and corporate approaches to enhance organizational communication effectiveness. Students will learn:

- ✓ How communication functions in contemporary organizations.
- ✓ How to develop, design, and deliver a comprehensive corporate communication training and development program.
- ✓ How communication theories help explain and predict communication effectiveness in organizations.
- ✓ How to foster enhanced communication skills and competencies in an organization.

program description

This certificate program consists of nine hours of graduate course work. Two required core courses are augmented by an elective communication course that completes the certificate program.

This program may be taken as a cognate area of study for masters or doctoral students in a variety of areas including technical communication, education, business, health professions, mass communication, technology, or other related degree programs as approved by your graduate advisor. The program may also be taken as a free-standing certificate program.

Students who complete the Certificate in Corporate Communication and Training may seek permission to apply the credit earned toward an M.A. degree in Communication Studies. The M.A. degree in Communication Studies has been rated as one of the top Communication Master's degree programs in the United States; it offers specializations in organizational communication, communication training and development, instructional communication, interpersonal communication, and rhetoric. For information about the M.A. degree in Communication Studies, contact Texas State University - San Marcos, Department of Communication Studies.

program requirements

Students in the Certificate Program take the following **two** core courses:

COMM 5319 Organizational Communication.

Examines organizational communication theory and research in applied organizational contexts. Students learn an analytical framework for enhancing organizational communication.

COMM 5329A Communication Training and Development

Presents skills and competencies that are needed to deliver effective corporate training programs. Students learn practical, applied skills to design and deliver corporate training programs based upon assessing individual and corporate training needs.

Students select **one** of the following elective courses:

COMM 5318 Seminar in Interpersonal Communication

A review of current research in interpersonal communication. Includes an examination of contemporary interpersonal communication theories and methods used to study interpersonal communication.

COMM 5321 Communication Assessment

An in-depth study of communication assessment techniques. Statistical, experimental, and observational methods of assessing oral communication in interpersonal, group, team, and classroom settings are included.

COMM 5324 Instructional Communication

Examines instructional communication theory and research and their practical applications in various instructional settings with an emphasis on the function of communication in classroom settings.

COMM 5325 Seminar in Human Communication

Theory

An examination of non-rhetorical theories of communication studies

COMM 5329B Communication and Negotiation

Examines theory, research, and practice of conflict management and negotiation.

COMM 5332 Communication and Technology

Focuses on research and theories about the relationships between technology and communication behavior in interpersonal, group, team, and organizational contexts. Also considers relationships between communication, technology, and culture.

COMM 5347 Seminar in Small Group Communication

An examination of theories and research evidence about communication in small groups and teams.

COMM 5350 Applied Communication Studies

An application of communication principles and skills. Topics covered may include organizational communication, leadership, teamwork, interpersonal communication, nonverbal communication, group communication, conflict management, communication technology, and persuasion analysis. Does not count toward a M.A. degree in Communication Studies but may be taken as part of a cognate or non-communication studies graduate students.

summary of certificate program requirements

COMM 5319	Organizational Communication	3 hrs
COMM 5329A	Communication Training & Development	3 hrs
COMM Elective		3 hrs

TOTAL	9 hrs
--------------	--------------