CAREER OPPORTUNITIES

We live in an information society, a global age of communication, and hundreds of careers are open to those who earn a master’s degree in Communication. Graduates work as media consultants, public relations practitioners, non-profit marketing directors, advertising campaign managers, community college instructors, organizational consultants, student life directors, lobbyists, political interest group directors, special events directors, public information officers, alumni relations directors, organizational development trainers, legislative analysts and forensics directors.

MASTER OF ARTS IN COMMUNICATION

The Department of Communication offers graduate-level instruction leading toward the Master of Arts degree. The program combines training in communication theory, methodology and practice for students who desire knowledge and skills for solving work-related communication problems and for students who intend to enter doctoral programs.

The program offers four concentrations of study—Communication Education, Communication Studies, Political Communication, and Media and Public Relations. Each integrates coursework from related disciplines, providing graduate students with an interdisciplinary approach to the study of communication. An internship experience is also included in the program, ensuring that students graduate practice-ready for their careers. Students in the program have interned with public relations companies, human resources companies, community colleges, advertising agencies, environmental advocacy groups, radio and television stations, non-profit organizations, sports franchises, the University’s alumni relations office and many other organizations and companies.
**Graduate Course Offerings**

COMM 216  Rhetorical Theory and Criticism  
COMM 233  Documentary Film as Persuasive Communication  
COMM 237  Public Relations Case Studies and Problems  
COMM 239  Theory of Mass Communication  
COMM 260  Communication Research Methods  
COMM 261  Critical and Qualitative Research Methods  
COMM 271  Graduate Seminar in Rhetorical Thought  
COMM 273  Graduate Seminar in Mass Communication Theory  
COMM 275  Graduate Seminar in Public Relations  
COMM 276  Graduate Seminar in Communication in Learning Settings  
COMM 277  Graduate Seminar in Media Relations  
COMM 278  Graduate Seminar in Political Communication  
COMM 287  Graduate Practicum  
COMM 289  Graduate Internship  
COMM 291  Graduate Independent Study  
COMM 297  Graduate Research  
COMM 299  Thesis

**Graduate Assistantships**

A number of graduate assistantships are available each year on a competitive basis. Graduate assistants work as instructors in such courses as Public Speaking, Interpersonal Communication, Public Relations and Media and Society, as well as serving as coaches for the department’s nationally ranked forensics program. They also serve as research assistants for professors in the department.

**Special Features of the Program**

The Department of Communication boasts a nationally ranked forensics program that focuses on parliamentary debate, Lincoln-Douglas debate and AFA individual events. Many students in the program have successfully completed research projects, many of which have been featured at annual conferences of the International Communication Association, the National Communication Association and the Western States Communication Association. Communication graduate students have co-authored journal articles with professors from the Department. Students concentrating in Media and Public Relations often join the Department’s chapter of the Public Relations Student Society of American and attend the organization’s annual national conference. The Communication Graduate Department professors also offer personalized, career-focused advising.

**Admission Requirements**

- Minimum GPA of 3.00. The last 60 units of the undergraduate degree can be used for this calculation.
- GRE scores (general subject test) less than five years old.
- 3 letters of recommendation from individuals who can attest to academic background, professional experience and/or personal qualities.
- One-page personal statement that includes: reason for pursuing graduate study in Communication, commitment to the profession, objectives and plans for graduate study.
- Bachelor’s degree – Candidates for admission to the program do not have to hold a bachelor’s degree in Communication.

**Degree Requirements**

The program requires the completion of 32 units of study, and provides for a thesis (Plan A) or non-thesis (Plan B) option. Students must select a concentration of study in one of the following areas: Communication Education, Communication Studies, Political Communication, or Media and Public Relations. Each concentration requires a minimum of one course from a related discipline outside of the Department of Communication. The course must be taken at the 200 level unless the related discipline does not have graduate program, in which case the course must be taken at the 100 level. Only 4 units taken at the 100 level can be applied to a student’s program. Each concentration requires a minimum of five graduate seminars offered by the Department of Communication.

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Communication Graduate Student Employment (partial list)

International Public Relations, VMWare, Palo Alto, CA
Public Relations Coordinator, Sacramento Zoological Association
Account Executive, Edelman Corporation
Account Supervisor, Edelman Corporation
Marketing & Social Media, Samsung Electronics
Public Relations Associate, LinkedIn
Director, Corporate & Foundations Development, University of the Pacific
Marketing Content Manager, Hewlett-Packard
Member Benefit and Online Resource Coordinator, California Medical Association
Marketing Manager, In-Shape Health Clubs
Manager of Marketing, Game Operations, Community Relations and Business Development, Stockton Thunder
Social Media & Digital Marketing Consultant, PLUMgrid
Global Marketing Campaign & Finance Analyst, Hewlett-Packard
Global Public Relations Manager, Dolby Laboratories
Communications, Digital Marketing, Adobe
Marketing Manager, Duarte Nursery
Public Information Officer, San Joaquin County Office of Education
Contributing Editor, Dow Jones Media Group
Marketing Director, Epoch 3D
Vice President, Account Supervisor, AgencyRx, CDM Group
Custom Events Manager, eRepublic
Director of Public Relations, Webster University
eLearning Instructional Designer, Northwest Nazarene University
Marketing Communications Coordinator, St. Joseph’s Medical Center
Communications Specialist, St. Joseph’s Medical Center
Account Supervisor, Ogilvy Public Relations
Undergraduate Academic Advisor, Southern Illinois University
Senior Account Executive, Zeno Group
Offline Marketing & PR Specialist, Hotwire.com
Account Services Representative, OEConnection
Operations Supervisor, Financial Center Credit Union
Senior Account Executive, EMW, Inc.
Coordinator, Alumni Communications, University of the Pacific
Account Executive, Edelman Corporation
District Sales & Training Manager, Lexmark International
Chief Financial Officer, SAC Health Systems
Senior Manager, We Care Personal Services
Sports Reporter, Contra Costa News
Senior Vice President of Community Engagement, HMA Associates, Inc.
Senior Assistant Director of Financial Aid, University of the Pacific
Marketing Director, Stockton Symphony Association
Professor, Broadcast and Electronic Arts and Media, San Francisco State University
Professor, Communication, Los Medanos Community College
Instructor, Communication Studies, San Joaquin Delta College
Associate Professor of Communication Studies at University of Texas, Austin
Associate Professor Communication Department, Texas A&M
Communication Master’s Theses (partial list)

2013

Communication channels and the formation of attitudes toward funding public schools / by Jacqueline S. Ratto
Changing media, changing cultural values : Chinese young adults’ micro-blog usage and cultural values / by Yajiao Wang
The ideology of the federal policy and institutional review boards and its effect on research / by Leah Vargas
An Ideological Analysis of Filter Blogs: How Daily Kos and Powerline Construct Biased News/ by Gabriel King

2012

The impact of interpersonal communication on the media agenda setting process : a case study of new student perceptions of Stockton, CA / by Priscilla Y. Ambrocio. 2012
The influence of social media on chinese college students’ social activism / by Xiaoting Gu. 2012
Correlates of verbal aggression and physical aggression among post- adolescent students / by Esther S. Lancaster-Knobel. 2012
To confine or not to confine? : an analysis of the messaging of the proposition 2 campaigns / by Elizabeth Lily Penfold. 2012
Contextually driven messages about gender : an ethnographic study on messages concerning traditional gender behaviors within work, education, romantic relationships, friendships, and exercise/sports / by Danielle N. I. Rockley. 2012
An ethnographic study of communication and gender performance in a modern day Latino wedding / by Olivia Corine Stanko 2012

2011

An assessment of the impact of an internship on the social emotional competence of communication students / by Tayor Blackburn. 2011
Genre criticism : an application of BP’s image restoration campaign to the crisis communication genre / by Anne C. Eastlick. 2011
Toward a grounded normative theory of strategies of political communication used in politics disadvantages in policy debate / by Timothy C. Ernst. 2011
A grammar of edification : constructing our social reality via efficient quotidien management with rhetorical forms / by Steven Kalani Farias. 2011
The impact of social media on crisis communication / by Patrick James Gannon. 2011
Social media’s impact on higher education crisis communication plans / by Patrick J. Giblin. 2011
Culture and crisis communication : the use of intercultural communication in public relations crisis management planning / by Damion R. Martin. 2011

2010

Returning to Haiti: humanitarian effort or corporate capitalism? : a crisis communication response evaluation of Royal Caribbean International / by Melissa A. Piffero. 2010
Changing communication through Facebook : redefining perceptions of public and private communication / by Megan D. Turco 2010

2009

Burning protests, the rhetoric of agitation and control of the journey of harmony tour / by Kathleen Bruce 2009
The importance of intercultural willingness-to-communicate in reducing ethnocentrism and behaviors associated with ethnocentrism / by Christine M. Collaço. 2009
The creation of the Khalsa : a study into the rhetorical strategies of collective identity transformation / by Raman Kaur Deol. 2009
International public relations : perceptions of the effects of language usage and culture on codes of professional standards / by Ashley Gayle Dolezal. 2009
Ideology in California : the role of oppositional interaction as a strategy in the campaign for Proposition 8 / by Kasey Christopher Gardner. 2009
When going to the doctor makes you sick : a case study of the crisis communication strategy of the Endoscopy Center of Southern Nevada / by Erin Kaye O’Harra. 2009
The impact of using situational management communication styles in intercollegiate athletics / by Glen A. Sisk. 2009

2008

(Neo) revolutionary messages : an analysis of the impact of counter-narratives versus state narratives during the 1991 Coup D’etat in the former Soviet Union / by Duane A. Gundrum. 2008
Community violence exposure and adolescents’ academic functioning / by Jennifer C. Thom. 2008
A study of Myspace and Facebook from the perspectives of uses and gratification and impression management / by Mark A. Urista. 2008
A social exchange and power dependency theory perspective of Mexican immigrant family communication patterns / by Mariela Anahi Vera. 2008
A critical look at nutritional value of commercials on the Nickelodeon Network / by Sarah Amanda Jean Vinall. 2008