

College Document # _____

UCC Document # 245

Review Type: Edit Exp Full

CATALOG YEAR 2014-2015

COLLEGE/SCHOOL/SECTION: _____

Course: Add: Delete:
(check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major minor as a required
or elective course

Response Required: New course will introduce , reinforce , or apply concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Program: Delete: Add: Change: Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

Program Learning Outcomes: Add: Change: Attach listing of program learning outcomes.

Minor: Add: Delete: Change: Attach new/changed minor. If in current online catalog, provide change and attach text with changes in red.

College Introductory Pages: Add information: Change information:
Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Other: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Approvals:

Signature

Date

Chair
Department Curriculum Committee

3-10-14

Chair
Department

3/10/14

Chair
College Curriculum Committee

3-10-2014

Dean

3-12-14

Provost

01/2014

Texas A&M International University (TAMIU)
Master of Arts in Communication
Thesis Plan

	Hours
REQUIRED COURSES	9 SCH
COMM 5301 Communication Theories	
COMM 5302 Quantitative Methods In Communication	
COMM 5303 Qualitative Methods In Communication	
<u>AREA OF CONCENTRATION (select one of the following two):</u>	
CONCENTRATION #1: BORDER AND LATIN AMERICAN MEDIA STUDIES	9 SCH
<i>Three courses chosen from</i>	
COMM 5310 Media, culture and identity in the US-Mexico border	
COMM 5311 Border journalism	
COMM 5312 Mexican and Latino Cinema	
COMM 5313 Ethnography and Documentary Prod in the Border Region	
COMM 5320 Media flows and audiences in the Americas	
COMM 5321 Political Communication in Comparative Perspective	
OR	
CONCENTRATION #2: ORGANIZATIONAL COMMUNICATION IN TRANSNATIONAL SETTINGS	9 SCH
<i>Three courses chosen from</i>	
COMM 5330 Organizational Communication	
COMM 5331 Intercultural Training in Organizations	
COMM 5332 Managing Organizational Conflict	
COMM 5333 Organizational Culture, Climate and Communication	
COMM 5334 Advertising	
COMM 5335 Group/Team Dynamics	
COMM 5336 Ethical Issues in Organizations	
COMM 5337 Leadership Communication	
ADVANCED ELECTIVES	
<i>Two 5000-level graduate courses chosen from</i>	
COMM, CRIJ, HIST, LLTC, LLTS, PSCI, PADM, SOCI, SPAN.	6 SCH
THESIS	6 SCH
COMM 5398 Thesis I	
COMM 5399 Thesis II	
TOTAL	30 SCH

Texas A&M International University (TAMIU)
Master of Arts in Communication
Non-Thesis Plan

	Hours
REQUIRED COURSES	9 SCH
COMM 5301 Communication Theories	
COMM 5302 Quantitative Methods In Communication	
COMM 5303 Qualitative Methods In Communication	
AREA OF CONCENTRATION (select one of the following two):	
CONCENTRATION #1: BORDER AND LATIN AMERICAN MEDIA STUDIES	15 SCH
<i>Five courses chosen from:</i>	
COMM 5310 Media, culture and identity in the US-Mexico border	
COMM 5311 Border journalism	
COMM 5312 Mexican and Latino Cinema	
COMM 5313 Ethnography and Documentary Production in the Border Region	
COMM 5320 Media flows and audiences in the Americas	
COMM 5321 Political Communication in Comparative Perspective	
OR	
CONCENTRATION #2: ORGANIZATIONAL COMMUNICATION IN TRANSNATIONAL SETTINGS	15 SCH
<i>Five courses chosen from</i>	
COMM 5330 Organizational Communication	
COMM 5331 Intercultural Training in Organizations	
COMM 5332 Managing Organizational Conflict	
COMM 5333 Organizational Culture, Climate and Communication	
COMM 5334 Advertising	
COMM 5335 Group/Team Dynamics	
COMM 5336 Ethical Issues in Organizations	
COMM 5337 Leadership Communication	
ADVANCED ELECTIVES	
<i>Four 5000-level graduate courses chosen from</i>	
COMM, CRIJ, HIST, LLTC, LLTS, PSCI, PADM, SOCI, SPAN.	12 SCH
TOTAL	36 SCH

M.A. in Communication
Student learning outcomes

1. Students will apply theoretical concepts in the analysis of media and organizations in the border and the inter-American contexts.
2. Students will examine and apply multiple qualitative methodological strategies for collecting, analyzing, and interpreting data for the diagnosis of binational and inter American problems and the development of strategies to solve them.
3. Students will analyze the relationship between the geographical, political and cultural contexts of the border region and the issues, topics and frames in border journalism, border media and communication in both U.S. and Latin American organizations.
4. Students will identify the main challenges and threats facing border journalists covering organized crime, undocumented immigrants and corruption and will make recommendations about how to respond to them.
5. Students will analyze the different relationships and interactions between mass media and the rest of the institutional and cultural organizations in both sides of the U.S.-Mexico border and the U.S. and Latin American countries.
6. Students will identify the different political and economic influences affecting the growth and functioning of media in the Americas.
7. Students will estimate the main components of U.S.-Mexico border identity and will critically appraise the role of border media in shaping, transforming or reinforcing that identity.
8. Students will analyze and compare the flows of films, television programs, music and news between the United States and Canada and Latin American countries.
9. Students will apply concepts and findings from communication theoretical perspectives in the analysis and evaluation of the role played by the media in Inter-American social, economic, cultural and political processes.
10. Students will apply intercultural communication theories and cultural dimensions to research projects related to the U.S.-Mexico border or to the U.S. and Latin American countries.