

A PACIFIC HUB AND A GLOBAL CROSSROADS

Hawai'i Pacific University

CENTER FOR GRADUATE STUDIES

...A WORLD TOGETHER

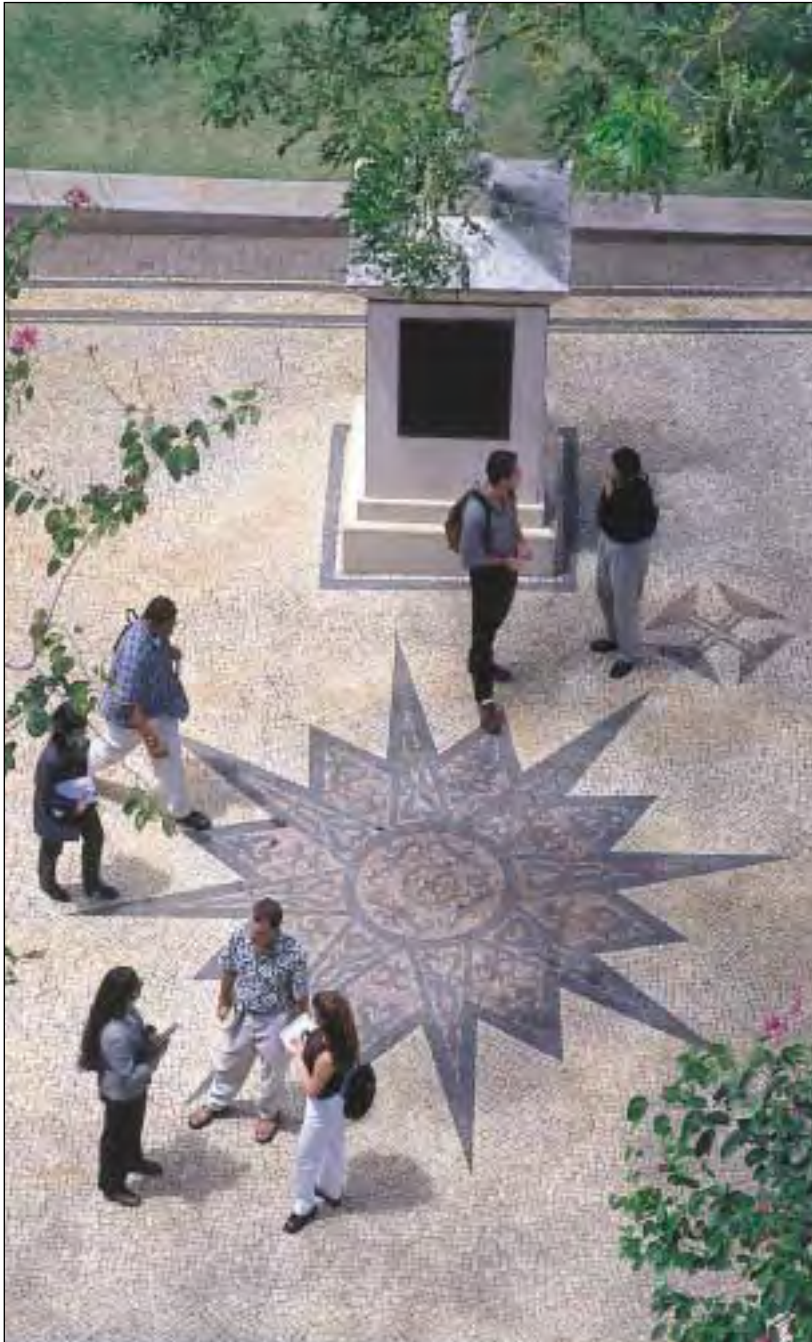
Master of Arts in Communication

Meeting the Challenge
of the Information Age



MA/COM

Graduate Studies at Hawai'i Pacific University



The future is here. The worldwide pace of change has accelerated dramatically, and the global economy we were once anticipating is now a thriving reality. One university is keeping pace with these changes, educating men and women with the skills necessary for success in a dynamic international arena—**Hawai'i Pacific University**.

In the heart of the Pacific, Hawai'i Pacific University is ideally located at the crossroads of East and West. We are a comprehensive university with a global perspective.

Graduate programs at HPU provide students with the most up-to-date knowledge available to meet the challenges of this changing world. Our master's programs attract students from the United States, Sweden, Taiwan, Hong Kong, Argentina, France, Japan, and more than 40 other countries. Here they find a dynamic, creative environment both in class and out, where their program integrates theory and practice, and talented faculty bring their expertise and professional backgrounds into the classroom.

Our relevant programs, balance of theory and practice, individual attention, experienced faculty, and Pacific Rim location make HPU the ideal choice for motivated students and professionals.

A Great Place to Live, Learn, and Work

Living and learning in Hawai'i will be an unforgettable experience. Honolulu is a major hub of activity for business, government, military affairs, health services, politics, and commerce. These resources provide students with a variety of opportunities to conduct research, network with professionals, and experience on-the-job training through an internship or practicum.

In fact, life on the HPU campus owes much of its ambience to the Honolulu community. With a population of 750,000, Honolulu is a large and modern city, but still retains all the small town advantages. Hawai'i Pacific University's location provides easy access to the social and cultural excitement of the waterfront, the solitude of the Ko'olau Mountains, and the beauty and fun of Hawai'i's beaches.

The Master of Arts in Communication (MA/COM)

Meeting the Challenge of the Information Age

The MA/COM Features

- Integration of technology throughout the curriculum
- Industry-standard Communication Audio/Video Laboratory
- Flexible course scheduling
- An internship option
- Full- and part-time programs
- Flexibility in choosing electives

How to Accelerate Your Degree

Students often choose to accelerate their degree programs by capitalizing on the many terms available throughout the year. Offering a variety of options, students may select between several types of programs including full-time, part-time, day, and evening classes.

Flexibility is key—working with committed graduate advisors, students set their own pace and progress through the curriculum on their own schedule.



Communication skills are essential to success, personally and professionally. It is estimated that 75 percent of a person's day is spent in communication. Therefore, this graduate degree builds successfully upon undergraduate degrees in any discipline and enhances your chances of success in any endeavor. Communication is the fastest growing career field in the world according to the Institute for International Education. In this age of global, instantaneous communication, people who can gather data, translate it clearly and accurately, then present it dynamically and persuasively are in great demand. Hawai'i Pacific University's Master of Arts in Communication provides an interdisciplinary approach integrating skills, theory, and knowledge. Critical thinking is stressed in each course so that graduates will be prepared for rapid change in communication industries. The MA/COM prepares students for careers ranging in advertising, mass media, public relations, entertainment, broadcast or print journalism, the Internet, or education.



“Communication is the oldest and the newest of all academic disciplines. From the humanistic roots of rhetoric in ancient Greece, humankind has known for centuries that success in all career fields is dependent upon the ability to convey ideas clearly, persuasively, and dynamically. In the Information Age of e-commerce and instantaneous, global access to news and information, that is still true.”

*Dr. Helen Varner
Dean of Communication*

Assignments and internships throughout the program use a pragmatic approach to develop the students' marketable skills. Rather than relying solely on textbooks, students apply what they learn in the classroom to actual problems faced by organizations and businesses.

Communication classrooms are exciting scenes of discovery. Interactive learning techniques include multimedia, Internet exploration, case analysis, and portfolio development. Every Communication graduate student will be appointed a faculty mentor to assist and guide students through their graduate experience. The mentor will be the second reader of the student's professional paper or thesis.



One of the many advantages of the HPU Communication program is its location. Hawai'i is a bridge for global commerce and political interaction between the mainland United States and Asia. Opportunities for jobs and internships with multinational companies abound in this international environment. HPU students are well-prepared for the worldwide market because they study in a microcosm of the global village. Almost a third of the total HPU student population comes from more than 101 countries, another third are from Hawai'i, and the remainder journey here from the other



49 states. Classrooms and offices of the Communication program are in the heart of the downtown financial district of Honolulu near the legislature, print and television news organizations, media production companies, public relations firms, and advertising agencies. Another advantage is small class size that allows faculty members at HPU to provide mentoring and individual attention as students progress toward their academic and professional goals. Faculty members are also actively involved with the professional community which benefit students by creating networking contacts, practical training and internship opportunities, and employment options.



"My HPU experience has been nothing short of awesome! The curriculum is challenging, but I complete a class with a true sense of accomplishment. The classes are smaller and more intimate - I receive one-on-one attention and guidance from my professors. The diversity of cultures and people in our classrooms are a huge asset to my educational experience."

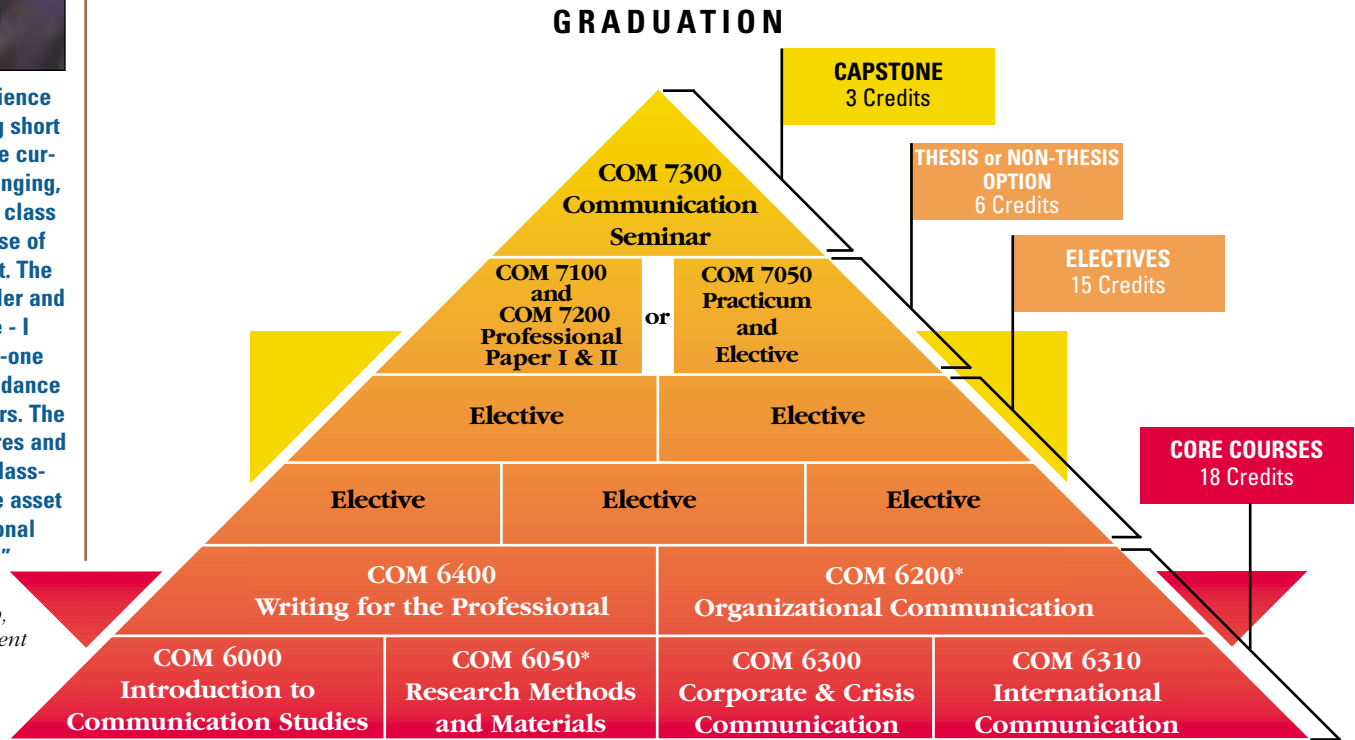
Malia Smith,
MA/COM student

Non-native speakers of English who did not graduate from a U.S. university must take MGMT 6100. Should a student feel he or she has the writing and research capabilities in this course, the student may take an exemption exam.

MGMT 6100
Research Methods
and Writing

The Master of Arts in Communication (MA/COM)

(42 Semester Credits • 14 Courses)



The Master of Arts in Communication is designed to prepare students for careers in business communication, marketing, advertising, mass media, public relations, entertainment, broadcast or print journalism, sales, the Internet, writing, or education. Students will learn the essential skills they need to become professional communicators who can meet the intense challenge of the information age.

The MA/COM requires a minimum of 42 semester hours of graduate work composed of 18 semester hours of core courses; 15 semester hours of electives; 6 semester hours of writing a professional paper/thesis or completing a practicum and additional elective; and 3 semester hours in a capstone integrative seminar. By their choice of electives and capstone projects, students may elect to focus their studies in one of the following fields: integrated communication, marketing, public relations, advertising, education, or journalism.

* PSMA 6005 may substitute for COM 6050. PSOC 6440 may substitute for COM 6200.

MA/COM: Course Descriptions



"The MA/COM faculty are inspiring and knowledgeable. Students learn to be critical thinkers and apply skills and knowledge they learn in class immediately to projects outside of the University."

*Adam Taylor
MA/COM student*

"To continue a successful 10-year career in Community and Government Relations at HMSA, I realized that I would need to further my education and background in communication. My work experience has accounted for my success to some degree, but I need to demonstrate additional competencies in the area of communications to be able to add value the strategic direction of the company. A graduate degree in Communication will help me gain the skills and knowledge to further advance my career."

*Alicia Maluafiti
Director of
Community Relations
HMSA*

CORE COURSES

(18 SEMESTER HOURS or 6 COURSES)

COM 6000 Introduction to Communication Studies

A survey course for the field of communication. This course provides an overview of the historical development of communication theory and practice, develops student skills as a critical listener and writer, and introduces vocabulary for describing and analyzing communication practices.

Pre: Graduate Standing.

COM 6300 Corporate and Crisis Communication

This course will examine corporate communication, including formal and informal hierarchies, corporate culture, conflict resolution, leadership style, crisis management, and technology. Emphasis will be on problem-solving and critical-thinking skills.

COM 6310 International Communication

This course will examine the elements that affect communication across cultural and national boundaries. It will investigate those effects on conflict development and management, leadership style, and technology. It will develop in students the ability to communicate effectively and efficiently when crossing cultural and worldview boundaries.

COM 6400 Writing for the Professional

Student will develop and enhance written and oral skills for communicating technical or scientific information. Readings, discussions, and assignments will include analysis of audiences and rhetorical contexts; content research, organization, and composition; and the creation of professional and persuasive written and oral reports.

COM 6050 Research Methods and Materials

The course will explore various methodologies used in communication research including experimental, qualitative, quantitative, and formative techniques, Data-gathering methods such as interviews, surveys, observation, historical, focus groups, and recall are also included.

COM 6200 Organizational Communication

The course will examine organizational elements that affect communication including formal and informal hierarchies, corporate culture, conflict resolution, leadership style, and technology. It develops in students the ability to manage a diverse workforce, communicate effectively and efficiently in a group or through mass media, and plan strategic communication campaigns. Emphasis is on problem-solving 10-year career in and critical-thinking skills.

"The United States Department of Labor has declared that there are 16 qualities for high job performance. Ten of these qualities are commonly studied in the field of communication: listening, speaking, creative thinking, decision-making, problem solving, reasoning, self-esteem, sociability, self-management, and integrity/honesty."
National Communication Association, *Pathways to Careers in Communication*.

ELECTIVE COURSES

(15 SEMESTER HOURS or 5 COURSES)

The following titles represent a sampling of available elective courses that may be taken for a general overview of the field or focused in one area:

COM 6010 Advertising Strategy

A comprehensive view of advertising including persuasion theory, creativity, audience analysis, research, media selection and scheduling, script and copywriting, layout, budgeting, evaluation, and campaign management. The course explores the legal, regulatory, and ethical environment of advertising, current industry trends, and major contributors to the field.

COM 6460 Design and Layout

The course will cover design and production of publications, advertising, and presentation materials using QuarkXPress software. It will also include discussions of design principles; typography; use of color, layout, and paste-up techniques; printing processes, and paper selection; and theory of visual communication. Numerous publications are produced; however, no prior computer experience is required.

COM 6700 Promotion Management

A survey of promotional strategies for modern businesses, including techniques for planning, budgeting, scheduling, and implementing a coordinated promotional campaign of advertising, personal selling, sales promotion, and public relations.

COM 6905 Campaign Planning

Students create an advertising campaign for an actual product, service, or company. The course familiarizes students with the strategic planning and analysis of actual advertising campaigns, media selection and scheduling, creative strategy, production, presentation techniques, and publication production.

COM 6100 Integrated Communication

A survey of the dynamics, practices, and inter-relationships among information outlets, consumers, and organizations while building upon the base of current theories and models of communication. It provides a mix of the art and science of marketing, public relations, organizational communication, and the mass media and includes strategic applications for a variety of topics specific to public communication and the private sector.

COM 6500 Teaching Techniques

The course will explore teaching and learning strategies including syllabus construction, content structure, assessment methods, learning and instructional methods, and similar topics. Students will also have an opportunity to assist faculty in the delivery of undergraduate courses at HPU.

COM 6770 Media Criticism

The study of how we analyze and evaluate mediated messages. Students will learn how to properly experience an artifact, put it in its proper context, choose the appropriate model to evaluate and to apply that method to the example, being able to make a conclusion about whether or not the example was effectively communicated.

COM 6910 Selected Topics in Communication

Course title, content and prerequisites will vary. May be repeated when title and content have changed.

COM 6800 Communication Law and Ethics Theory

This course will examine the theoretical development of communication law and ethics, requiring examination of American legal statutes, case law, and mass media codes of ethics. Focus will be on unique freedoms and responsibilities of the communication industry through lecture, discussion, legal research, and examination of case studies.



"The class I enjoyed the most was Corporate and Crisis Communication. Our class performed a crisis communication audit and designed a crisis communication plan for a real company in the local business community."

*Han Nee Chong
Malaysia
MA/COM student*



"In a day when images and designs are used in an attempt to inform and persuade people, it is important to understand effective visual communication. Learning principles of good graphic design and developing computer skills in desktop publishing, Web design, and digital imaging help prepare graduates to communicate more effectively using well-designed print, broadcast, and online media."

*Brian Cannon
Assistant Professor of
Communication*

PROJECT/THESIS AND CAPSTONE COURSES (9 SEMESTER HOURS or 3 COURSES)

The Master of Arts in Communication has two options--the thesis or the graduate practicum.

The thesis option is designed for the student seeking a more concentrated, intellectual focus and in-depth experience in independent research. This option requires the student to investigate a communication topic, develop a hypothesis or key question, and then test the hypothesis by conducting original research. The thesis is strongly recommended for students intending to pursue the doctorate.

The graduate practicum is designed for the working person seeking to integrate a graduate education into a professional life and for the traditional student seeking a broad, conceptual grounding in the field of communication. The project requires a student to investigate a company, situation, or event, and analyze the factors which led to the event or development of the organization, and make recommendations for an action plan, develop a case study, or document an integrated communication plan. Students who select the graduate practicum option are also required to complete an additional elective.

The capstone seminar, COM 7300, is required of all MA/COM students.

COM 7050 Graduate Practicum

Practical application of theory, skills, and knowledge in designing a communication strategy for an actual company. The student will investigate the communication problem, analyze the situation and the competitive environment, design and implement a program to resolve the problem, and measure the results. A minimum of 200 hours of work will be done at the client company site.

COM 7100 Professional Paper I

Initial design and development of the major research paper.

COM 7200 Professional Paper II

Final preparation, oral presentation, and defense of the professional paper.

COM 7300 Communication Seminar

This course provides the student with the opportunity to combine all the elements of communication studied in the major portion of the MA/COM degree. The specific topics will vary from year to year based on student interest and significant issues in the field of communication.

Research and Technology Support

- Two libraries with a combined holding in excess of 150,000 volumes
- 25 CD-ROM based indexes, abstracts, and searchable online databases
- More than 20 Internet Technology-Equipped Classrooms (ITEC) on campus that house instructors consoles containing powerful multimedia computers with the capability to use CD-ROMS and run presentation and application software
- Multimedia laboratory which includes an extensive variety of video, audio, and imaging capabilities
- Analog and digital video-editing bays including offline and online analog editing, and nonlinear systems
- Macintosh workstations with the multimedia software
- A full complement of video production equipment for field use including digital and analog cameras
- Audio and graphics bay with recording and editing software



The Faculty



*Dr. John Hart,
Assistant Dean/Professor
of Communication*

"A Masters in Communication should do three things. It should expose you to the breadth and depth of the discipline, alert you to the new developments in the area, and refine your critical-thinking skills. In many ways the third is the most important in the long run. We know in the next ten years our field and the technology in it will be very different. What graduates need, with the proper background, is the critical-thinking skills needed to handle these challenges. Your company can teach you how to use a machine. They can not teach you how to think. A master's degree should be evidence that you can."



Professors in the MA/COM program are committed teachers, mentors, and scholars. All graduate faculty in the Communication Division have attained the highest possible academic degree in their field. They also have practical experience in fields as varied as radio production, publishing, corporate communication, and professional writing. Their experience brings a professional dimension to classroom instruction at HPU.

HPU is a teaching institution where scholarship is valued. Communication faculty members conduct research in many fields, including advertising, intercultural conflict, and visual symbolism. Their exploration of communication codes, technology and media effects enriches the learning experience and keeps it current.

Scott C. Campbell, Ph.D.

The University of Kansas

Brian Cannon, Ph.D.

Regent University

Joanne Gula, Ph.D.

University of Massachusetts at Amherst, MA

John Hart, Ph.D.

The University of Kansas

Serena Hashimoto

European Graduate School

Hsuan-Yuan "Jade" Huang, Ph.D.

University of North Carolina at Chapel Hill

Jan Knight, Ph.D.

Ohio University

Laurence LeDoux, D.A.

The University of Oregon

Faith Sparr, JD

University of Nebraska

Helen D. Varner, Ed.D.

Texas A&M University

James Whitfield, Ed.D.

Texas Tech

Admission Requirements

Students may start the MA/COM Program in the fall, spring, or summer terms.

When reviewing an application for graduate admission, the Admission Committee considers several factors including:

- Completion of a U.S. bachelor's degree (or its equivalent) from an accredited college or university
- Undergraduate grade point average
- Letters of recommendation
- GRE results (*if applicable*)
- Work experience (*if applicable*)
- Personal statement/essay

(Students interested in starting the MA/COM program immediately following their undergraduate program should apply in their senior year.)



A holistic approach is used, and no one factor will exclude an applicant from consideration. The University is seeking students who have demonstrated the ability and motivation to do graduate-level work.

Hawai'i Pacific University reviews applications on a "rolling" admissions cycle. An admission decision is made after the required documents

for an applicant have been received. However, it is highly recommended that a student begin the admission process at least three months prior to the start of the term in which the applicant wishes to begin graduate studies. For policy on graduate level transfer credits, contact the Graduate Admissions Office.

Application Procedures

All applicants must submit the following documents to the address shown below:

- A signed and completed application form
- U.S. \$50.00 nonrefundable application fee
- An official/certified transcript from every college or university attended, showing course work, grades, and conferral of bachelor's degree. Official transcripts must be sent directly from the college or university to Hawai'i Pacific University. Applicants may also submit official transcripts in envelopes sealed by the college or university.
- Two original and current letters of recommendation submitted by individuals who can attest to your ability to do graduate work (e.g. former professors, academic counselors, employers, business colleagues). Recommendation forms and military evaluations may be used in lieu of letters.
- Personal Statement/Essay describing academic and career goals
- Resume (optional)
- Applicants to Hawai'i Pacific University's graduate programs who have taken the Graduate Record Examination (GRE) should have their scores sent directly to the Graduate Admissions Office.

In addition to the preceding procedures, International Students must submit:

- English translations of all official university transcripts. Include transcripts from all universities attended as well as certified copies of "A" Level (or similar post-secondary) examinations and/or certificate programs.
- For direct (unconditional) admission into any of the graduate programs, international applicants whose first language is not English must provide proof of English proficiency before arrival at the University. English proficiency is determined by achieving minimal scores on recognized English proficiency tests (i.e., TOEFL, IELTS, Cambridge exams, etc.) or graduation from an accredited U.S. college or university with a grade point average of 2.7 or higher. Any international student who does not meet either of these criteria can be conditionally admitted to a graduate program and will be required to take the University's English Placement Examination (given after arrival at HPU.) Based upon scores from this exam, the student may be required to take coursework in HPU's English Foundation Program (EFP) until he or she is determined to be proficient.
- Prior to issuing the I-20 form to accepted international students, the U.S. Immigration and Naturalization Service (INS) requires the following to be submitted to the University:
 1. A statement of Financial Sponsorship with an original signature from applicant and sponsor (form enclosed with the HPU application).
 2. An original and current bank statement showing sufficient funds to cover all expenses for the first year of graduate studies (contact the Graduate Admissions Office for current estimate of expenses).

Accepted international students must then take the following documents to the U.S. Embassy or Consulate in their country to apply for an F-1 Student Visa: Letter of Acceptance to Hawai'i Pacific University, I-20 form issued by Hawai'i Pacific University, copy of the Financial Sponsorship Form, original and current bank statement showing sufficient funds (as above), and TOEFL results, if applicable.

Applicants may arrange a campus visit, meet with a member of the Graduate Service Center staff and/or a Graduate Student Organization member, and attend a class by contacting the Graduate Admissions Office. Please try to schedule your visit at least two weeks in advance.

Send application and documents to the address shown below.

For program/financial requirement updates, questions, or more information, write, call, fax, or e-mail us at:

Hawai'i Pacific University
Graduate Admissions Office
1164 Bishop Street, Suite 911
Honolulu, Hawai'i 96813
Tel: (808) 544-0279
Toll-free: 866-GRAD-HPU
Fax: (808) 544-0280
E-mail: graduate@hpu.edu
Web site: <http://www.hpu.edu/grad>



Applicants to HPU's graduate programs may submit their applications online at www.hpu.edu/grad

Hawai'i Pacific University

AT A GLANCE



Downtown Campus

size is 21. Eighty percent of the faculty hold the doctorate degree or its equivalent.

Students: Approximately 7,300 undergraduate and 1,200 graduate students from all 50 states and from over 101 countries around the world.

Locations: With two campuses linked by shuttle, Hawai'i Pacific University combines the excitement of an urban downtown campus with the serenity of a residential campus set in the green foothills of the Ko'olau Mountains. The main campus is located in downtown



Windward Campus

Accreditation: Hawai'i Pacific is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges and the National League for Nursing. The University is a member of the International Association for Management and Education (AACSB), recognized by the Hawai'i Commission on PostSecondary Education, and approved by the Hawai'i Board of Nursing.

Faculty: 225 full-time, 220 part-time. Student/faculty ratio is 18:1. Average class

Graduate Programs

Master of Business Administration (MBA)

Master of Science in Information Systems (MSIS)

Master of Science in Nursing (MSN)

Master of Arts in Communication (MA/COM)

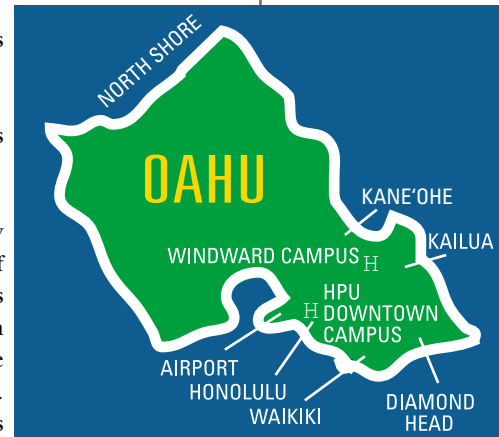
Master of Arts in Diplomacy and Military Studies (MA/DMS)

Master of Arts in Human Resource Management (MA/HRM)

Master of Arts in Global Leadership (MA/GL)

Master of Arts in Organizational Change (MA/OC)

Master of Arts in Teaching English as a Second Language (MATESL)



Honolulu, the business and financial center of the Pacific. Eight miles away, situated on 135 acres in Kane'ohe, the windward campus is the site of the School of Nursing, the Marine Science and Environmental Science programs, and several liberal arts programs. Students may take classes where it is most convenient.

Hawai'i Pacific University does not discriminate on the basis of race, color, national or ethnic origin, sex, religion, disability, age, or any other protected class under state and federal laws and regulations in any of its policies, procedures, programs, or practices.