

COMMUNICATIONS INNOVATION M.S.

As of 2021, the Roy H. Park School of Communications will no longer be accepting applications to the graduate program in Communications Innovation.

Diane Gayeski, *Professor and Program Director*

At Ithaca College, we're helping accomplished professionals and high-potential leaders get ahead of the communications curve with a blended distance learning two-year master's of science degree in Communications Innovation.

The Roy H. Park School of Communications' asynchronous courses allow you to collaborate with other professionals and professors online while maintaining your full-time job. While the majority of this executive-style program is delivered online, students will also participate in several intensive on site classes, held over long weekends at various locations throughout the world.

The curriculum provides a foundation in new venture finance, intellectual property, media governance, global leadership, change management, data analytics, emerging media, systems modeling, human perception, storytelling, consumer behavior and research methods. The courses are a platform for engaging in problem-based learning, stimulating original ways of thinking, and promoting new connections across nations, technologies, platforms, industries, and constituencies.

This highly collaborative coursework culminates in a capstone research and development project that provides immediate value to the graduate cohort and their employers. Students graduate from the program with a fully researched business plan, and are ready to introduce new entrepreneurial visions into the world.

Program Time Frame

It is expected that all students will be enrolled full-time and complete the program in 24 months.

Admissions Requirements

To be eligible for the master's in Communications Innovation students must meet the following qualifications;

- Have an earned bachelor's degree from a regionally accredited U.S. institution or equivalent from an international college or university (applications are reviewed on an individual basis and GPA is reviewed in conjunction with all other aspects of the application).
- Have five or more years of professional work experience or equivalent expertise.
- Complete the Ithaca College application form, and submit a current resume with a nonrefundable application fee.
- Arrange for two letters of recommendations to be submitted from the applicant's immediate supervisor and/or an individual qualified to assess the applicant's ability to pursue an executive graduate degree.
- Arrange for official transcripts from all institutions of higher education that the applicant has attended to be sent directly to the Ithaca College Office of Admissions, which includes a full transcript for the required bachelor's degree and any other degrees earned or coursed taken.

- Participate in a required interview (in person or via teleconference) with the Program Director.
- Demonstrate English language proficiency (for non-native English speakers) by submitting official scores from the Test of English as a Foreign Language (TOEFL) with a minimum score of 114 (Internet-based test) or equivalent.
- Maintain an up-to-date passport for international travel.

Academic Policies

Students are required to maintain a cumulative GPA of 3.0 and may not earn less than a grade of B in 10 or more credits. Any documented pattern of unprofessional behavior will be addressed by the Director and the student may be subject to dismissal from the program.

Graduate Assistantships

Students enrolled in the blended distance education program are not eligible for graduate assistantships.

Academic Advising

The Director of the M.S. in Communications Innovations serves as the academic adviser for all students, and oversees the capstone research and development project, which culminates in a final presentation in Ithaca.

Degree Requirements

Students complete 32 credits over a two-year period and graduate with a master's of science in Communications Innovation.

Most courses are offered in a highly collaborative, asynchronous online environment, allowing students to interact with peers, professors, and the course material in a convenient setting. Typically, students take one course at a time over a five-week period, and the degree culminates in a final research and development project.

The blended learning program begins and ends with a three-day on site intensive class in Ithaca, New York, each August, providing a welcome and introduction for new students and an opportunity for graduating students to present their research and development projects to the entire student and faculty community.

Code	Title	Credits
Required Courses		
EXCO 50000	Innovation and Collaboration	3
EXCO 60000	Emerging Media: Principles and Theories	1
EXCO 60200	Story as Solution	1
EXCO 60400	Media Ethics and Governance	1
EXCO 60500	Intellectual Property and Business Contracts	1
EXCO 60700	Analytics for Communications Management	1
EXCO 60800	Consumer Behavior: Theory and Application	1
EXCO 60900	New Venture Finance: Startup Funding for Entrepreneurs	1
EXCO 61000	Introduction to Global Leadership	1
EXCO 62500	Global Product Management: Bringing Concept to Reality	1

2 Communications Innovation M.S.

EXCO 63000	Communication Theory to Practice: A Case Studies Approach	1
EXCO 62000	Change Management	1
EXCO 61101- EXCO 61199	Selected Topics in Communications Innovation (2-3 credits) ¹	10
EXCO 61122	Selected Topics in Communications Innovation Leadership	2
EXCO 61200	Research and Development Project I	3
EXCO 61300	Research and Development Project II	3
Total Credits		32

¹ 10 credits total required