Events
The MA in Professional Communication program holds many exciting events where students interact with faculty and discuss research. These events open doors to endless professional opportunities.

Dinner and Discuss
A networking mixer was held in William Paterson University’s historic Hobart Hall to celebrate the PCOM community’s diversity and academic excellence.

Instagram Trip
Students and faculty visited Facebook and Instagram in New York to learn about the industry leaders’ history, technology, and community relations.

Kim Keppler ‘18
Internal Communications Specialist at BD, Global Medical Technology
“Through my undergraduate and graduate classes, I learned how to fine-tune my writing, developed key public relations skills, and ultimately determined how to succeed in the workplace using the tools my professors taught me.”

Gabriela Mera ‘16
Digital Marketing Project Manager at Infographic World, Visual Marketing Agency
“The industry I’m in changes every day. The PCOM program is helping me keep current on trends while becoming as educated and prepared as possible.”

Marc Piro ‘13
Head of Content Strategy, SVP Marketing and Public Relations at Valley Bank
“I enrolled in the PCOM program specifically to develop my working knowledge of social media practices, strategies and applications. I applied the lessons learned to develop enterprise-wide social media policies and procedures.”

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Our Greatest Strength Is Helping You Find Yours

If you have the will to succeed, William Paterson University will give you the power to achieve. With an entire campus dedicated to your success, our mission is to help you discover and develop your unique strengths and apply them to bring about meaningful impact on the world.

The master’s program in professional communication strengthens your marketability in the ever-evolving job market. This 30-credit course of study helps prepare graduates for success in a variety of communication and business areas. The curriculum provides a solid grounding in communication theories and applied practices using social media, strategic writing, integrated marketing communication, and public relations.

Learning Outcomes

- Strengthen management and leadership abilities
- Develop social media expertise and build integrated marketing communication knowledge
- Hone strategic writing skills
- Gain research skills in the communication field

Admission Requirements

- Bachelor’s degree and transcript from accredited college or university
- Minimum cumulative grade point average of 3.0 on a 4.0 scale
- Essay articulating goals and expectations
- Two professional recommendations from individuals who know you well (preferably drawn from academic and professional areas).
- Full list of admissions requirements: wpunj.edu/pcom-admission

Curriculum (30-Credit Program)

Core Courses (12 credits)
- PCOM 5100 Integrated Communication (3)
- PCOM 6000 Survey in Professional Writing (3)
- PCOM 6270 Research* (3)
- PCOM 7300 Master Project (3)

Elective Courses (Select 6 classes • 18 credits)
- PCOM 5110 Professional Seminar (3)
- PCOM 5120 Organizational Communication (3)
- PCOM 5300 Graduate Internship (3)
- PCOM 5470 Strategic Multi-Platform Writing (3)
- PCOM 5660 Corporate Social Responsibility (3)
- PCOM 5990 Special Topics (3)
- PCOM 6090 Leadership and Teamwork (3)
- PCOM 6150 Digital Communication Application (3)
- PCOM 6200 Strategic PR Management (3)
- PCOM 6210 Global Communication (3)
- PCOM 6280 Press & Global Society (3)
- PCOM 7100 Advanced Topics in Professional Writing (3)
- PCOM 7150 Social Media Communication (3)

*This course must be taken the semester before PCOM 7300

For More Information

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