

MASTER OF SCIENCE IN EMERGENCY MANAGEMENT: Crisis Communication



BUILDING A WORKFORCE OF LEADERS IN PREPAREDNESS AND DISASTER MANAGEMENT

The Master of Science in Emergency Management (MSEM) degree, offered totally online, is designed to educate individuals to plan and coordinate emergency management efforts. Graduates are prepared to serve in a variety of positions in the emergency management field, both in public- and private-sector roles. Graduates will have gained the required knowledge to attain associate emergency manager status. The Crisis Communication Track examines the role of communication within emergency management to foster stronger leadership skills, as well as improved relationships, mitigation efforts and constituent resiliency. Unfortunately, crises happen; communication can mitigate their impact.

DEGREES/CONCENTRATIONS

MASTER OF SCIENCE IN EMERGENCY MANAGEMENT (MSEM) COMMUNICATION TRACK

Millersville University's Master of Science in Emergency Management degree requires 30 credit hours of study. The curriculum for the Communication Track within the MSEM Program consists of 15 credit hours of courses in communication and 15 credit hours of MSEM courses.

COMMUNICATION COURSES

The Communication Track requires students to take five graduate courses from the Department of Communication and Theatre, including three required courses and two electives in such areas as Crisis and Emergency Risk Communication, Intercultural Communication in Contexts, Digital Advocacy, Health Communication and more. Because the MSEM is an online program, all communication courses will be offered completely online, with a synchronous component in each course for faculty and student interaction, discussions, group work and individual projects. Courses will be offered year-around, with flexibility to accommodate those with demanding schedules

Emergency management professionals are employed within different sectors of the government (e.g., local, state and federal) and with various governmental agencies at each level (e.g., departments of emergency management, departments of public health, departments of transportation, departments of public works), nonprofit disaster-relief organizations, domestic and international nongovernmental organizations, energy sector, private-sector emergency management consulting and information technology, among others.

LEARNING OBJECTIVES

1. Understand and learn important communication theories, principles, methods, literature and sources in crisis, emergency and risk communication.
2. Recognize and employ relevant knowledge and skills in dealing with real-world communication problems during crisis and emergency situations.
3. Analyze and discuss how digital technologies, social forces, historical contexts and political factors are interconnected with communication practices in crisis and risk communication.
4. Identify and demonstrate sophisticated skills when addressing diverse populations (such as people of different educational levels, cultural backgrounds and religious beliefs; vulnerable publics; and those who have experienced trauma) and different communication contexts (such as organizational, interpersonal, group, mediated, social-economic and local-global contexts).
5. Critically examine existing literature and case studies from scientific, communication and transdisciplinary perspectives, and conduct research in related fields.
6. Develop and become emergency managers who seek greater currency in communication and become practitioners who need the abilities to advocate for best practices.

CAREER OPPORTUNITIES

- Health and Human Services
- Consulting Firms
- Military, Federal, State and Local Government
- Colleges and Universities
- Nonprofit Organizations
- Energy Sector

CONTACT

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