

## **Doctoral Program in Communications**

**Credits: 60**

### **Program Description**

The doctoral program in Communications, with a specialization in Strategic Communication, offers advanced knowledge about new trends in the field of strategic communication, focused on globalization and changing technology. Using the contributions derived from various epistemological, theoretical, and methodological perspectives, the program constitutes an opportunity for interdisciplinary study and research to become a high-level professional capable of generating knowledge, understanding, and solving problems in the field of strategic communication.

This program does not lead to professional licenses in Communications. It is recommended that prospective students investigate the licensing requirements in their state or location.

### **Admissions Requirements**

Students who wish to be admitted to the Doctoral Program must meet the following requirements:

1. An application for admissions.
2. The applicant must submit an official transcript of credits providing evidence of an earned master's degree with a minimum cumulative grade point average (CGPA) of 3.00
3. Present an essay.
4. Present an updated curriculum vitae (CV) or resume.
5. Interview with the program admission committee.
6. Additional requirements may apply to specific academic programs. (Refer to catalog).

The applicant must pass all admission instruments/exercises, to be admitted to the program.

### **Employment Opportunities**

AGMU's PhD Program in Communications with a specialization in Strategic Communication will also prepare students to perform successfully in key areas such as different types of companies, government institutions (federal, state, legislative, among others), advertising agencies, public relations agencies, Media (television channels, radio stations, newspapers, magazines, audiovisual production companies, social networks, among others), non-governmental organizations, universities, among several others.

A PhD can lead to advanced leadership positions in the field, more job opportunities, and higher salaries. Annual salaries range from \$70,180 to \$148,740. (U.S. Bureau of Labor Statistics) USA: [https://www.bls.gov/oes/current/oes\\_nat.htm#00-0000](https://www.bls.gov/oes/current/oes_nat.htm#00-0000).

## Program Outcomes

Students will be able to:

1. Analyze in a critical, creative, independent and ethical way, the contemporary theoretical trends of strategic communication, seeking truth, accuracy, equity and diversity.
2. Distinguish the interrelationship between strategic communication and theories, history, and the role of professionals and institutions in shaping communications, as well as the mastery of the principles and laws of freedom of expression and of the press.
3. Design, execute and evaluate communication strategies that provide solutions to problems of local, national and international organizations, using the main concepts of gender, race, ethnicity, sexual orientation and other forms of diversity of people and cultures and applying technological developments and digital convergence, in the design and implementation of communication strategies and products, for any type of organization.
4. Research, applying the methodology of scientific research, theories, tools and appropriate technologies, in the use of information; as well as numerical and statistical concepts in the field of strategic communication.
5. Elaborate documents with complete correctness and clarity, in forms and styles appropriate to the communication professions, audiences, and the purposes they serve, critically evaluating their own work and that of others, to determine their accuracy, fairness, appropriate style, and grammatical correctness.

## Proposed curriculum

### Doctoral Program in Communications with Specialization in Strategic Communication

**Credentials: Doctorate in Communications (Ph.D)**

**Degree requirements: 60 hours/credits**

COURSES/DESCRIPTIONS	Credits	Pre-requisites
<b>Core Courses</b>		
COMM 750 Communicology: Current Trends	3	
COMM 755 Educational and Community Communication	3	
COMM 760 Digital and Hypermedia Communication	3	
COMM 765 Psychology of Communication	3	
COMM 770 Ethics and Legislation in Communications	3	
<b>Total</b>	<b>15</b>	
<b>Specializations Courses</b>		
COMM 820 Strategic Communication Planning	3	COMM 750
COMM 825 Organizational Communication Management	3	COMM 750
COMM 830 Strategic Communication and Journalism	3	COMM 750
COMM 835 Digital Communication Strategies	3	COMM 750 and COMM 760
COMM 840 Advertising Creation Processes	3	COMM 750
COMM 845 Crisis Communication and Negotiation	3	COMM 750
COMM 850 Public Image and Brand Management	3	COMM 750
COMM 855 Audiovisual Communication Management	3	COMM 750 and COMM 760
COMM 860 Communications Organizations Management	3	COMM 750
<b>Total</b>	<b>27</b>	
<b>Research Courses</b>		
COMM 940 Statistical Methods in Social Sciences	3	COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860
COMM 950 Communication Research Seminar	3	COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940
COMM 960 Quantitative Research Methods in Communication	3	COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940, COMM 950
COMM 970 Qualitative and Mixed Research Methods in Communication	3	COMM 750, COMM 755, COMM 760, COMM 765,

		COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940, COMM 950
Comprehensive Exam (0)		COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940, COMM 950, COMM 960, COMM 970
COMM 980 Dissertation I	3	COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940, COMM 950, COMM 960, COMM 970 and Comprehensive Exam
COMM 985 Dissertation II	3	COMM 750, COMM 755, COMM 760, COMM 765, COMM 770, COMM 820, COMM 825, COMM 830, COMM 835, COMM 840, COMM 845, COMM 850, COMM 855, COMM 860, COMM 940, COMM 950, COMM 960, COMM 970, COMM 980 and Comprehensive Exam
<b>Total</b>	<b>18</b>	
COMM 981 Continuation of Dissertation I (*)	3	
COMM 986 Continuation of Dissertation II (**)	3	
<b>TOTAL NUMBER OF CREDITS</b>	<b>60</b>	

(\*) If the student does not complete what is established in the course COMM 980

(\*\*) If the student does not complete what is established in the course COMM 985

**Other Notes:**

1. Programming sequences will be available at the time of enrollment.
2. This program may be offered in English, Bilingual mode (English/Spanish), or Spanish according to the demand. Completing a course or program in a language other than English may reduce employability where English is required.
3. Graduation GPA: 3.00

## **COURSE DESCRIPTION**

### **Core Courses**

#### **COMM 750 Communicology: Current Trends (3 credits)**

New conceptions are addressed in the study of effects: long-term effects, cognitive and

cumulative effects. Sociology of knowledge as a fundamental theoretical basis. The social construction of reality. The hypothesis of agenda-setting, thematization, the spiral of silence, the theory of cultivation and the knowledge gap. Relationship of effects with communicative production processes. Involuntary distortions and criticism of the concept of objectivity. Reflections on communication and culture, on the social impact of new technologies. From the digital divide to cyberculture studies. Applications for new communication practices: Internet uses and digital journalism, and main trends in the study of Internet uses. Analysis of changes in the status of the issuer and receiver.

Pre-Requisite: None

### **COMM 755 Educational and Community Communication (3 credits)**

Debate around the field of communication-education relations. Fundamental trends that have generated areas of study for the interpretation of the relationship: Education for communication, Communication in education and education and new technologies. Education for communication. Trends: Reading or receiving criticism; Television Literacy (Total Language); Active reception. Elements of a Communication Education program: The subject of Communication Education programs. Education for communication and the challenge of new technologies. The search for "civil society" for alternatives of political and social participation. Displacement of the traditional teacher-student relationship as the axis of the educational process. The media. Community spaces. Communication and human development. Communication and education models. The community is a transformative workspace. Communication and community development. Culture in community transformation. Participation in community development. Educational communication strategy.

Pre-Requisite: None

### **COMM 760 Digital and Hypermedia Communication (3 credits)**

Contemporary technological developments in communication and information. Technological convergence processes. Methods or procedures for writing, designing or composing content that integrates media such as: <https://es.wikipedia.org/wiki/Textotext>, <https://es.wikipedia.org/wiki/Imagenimage>, <https://es.wikipedia.org/wiki/Videovideo>, audio, maps and other emerging information media, so that the result obtained also has the possibility to interact with users. [https://es.wikipedia.org/w/index.php?title=Soportes\\_de\\_informaci3n\\_emergentes&action=edit&redlink=1](https://es.wikipedia.org/w/index.php?title=Soportes_de_informaci3n_emergentes&action=edit&redlink=1) Socio-economic and cultural contexts that accompany these technological developments. Changes in the social use of information and the value of knowledge. Practical implications for the work of communicators. Interpretations of the cultural and social impact of new technologies. Uneven development of these technologies. Strategies to successfully address the challenges posed by the mode of information development. Digital platforms as mediators of contemporary communicative processes.

Pre-Requisite: None

### **COMM 765 Psychology of Communication (3 credits)**

Advanced study of the psychological processes involved in human communication. The theories, models, and research methods that explain how people perceive, process, and transmit information in a variety of interpersonal, group, and media contexts are explored. Psychological theories of communication are analyzed and applied to real situations, evaluating the impact of different forms of communication on human behavior and proposing interventions that optimize communication in various environments.

Pre-Requisite: None

### **COMM 770 Ethics and legislation in communications (3 credits)**

The ethical principles and legal framework that regulate communication practices in various media contexts are examined. Critical analysis of the norms and laws that affect the production, distribution, and consumption of communication content is addressed, both in traditional and digital media. The course explores topics such as freedom of expression, privacy, intellectual property, censorship, and the social responsibility of communicators. In addition, contemporary ethical dilemmas and case studies that illustrate legal and moral challenges in the field of communication are discussed. Ethical and legal considerations are integrated into research and professional practice in communications.

Pre-Requisite: None

## **Specialization Courses**

### **COMM 820 Strategic Communication Planning (3 credits)**

Strategic communication planning as a systematic, dynamic and continuous decision-making process for resource management and evaluation of results oriented to the achievement of organizational objectives and as a fundamental tool for the design, implementation and evaluation of projects. The Strategic Communication Plan is designed as a means of achieving organizational strategy and not as an end. Main stages of strategic communication planning, according to various authors: Training Research, Strategy, Tactics and Evaluation Research, including various steps: Situation Analysis and Communication Diagnostics; Communication objectives; Audiences associated with these communication objectives; Messages to be transmitted to identified audiences; channels, media, actions, activities or tactics to be implemented to transmit the established messages to the identified audiences, in order to achieve the proposed communication objectives, and timelines, budget and indicators.

Pre-Requisite: COMM 750

### **COMM 825 Organizational Communication Management (3 credits)**

Critical analysis of paradigms for communication management in companies and institutions. Diagnosis of Organizational communication. Study of communicative processes in organizations. Image Audit. Image and identity in organizations and their relationship with communication management. Towards a dynamic conception of corporate identity. Approach to the concept of corporate image as an integrative result of business management. Communication management for the strengthening of identity and corporate image. Theoretical and practical fundamentals for proper communication management for the image. Corporate communication programs.

Pre-Requisite: COMM 750

### **COMM 830 Strategic Communication and Journalism (3 credits)**

Difference between the exercise of the journalistic profession in the media and that which is done in the strategic institutional communication of large companies, governments, ministries and public and private institutions. Journalist's work as a communication stratum. Multi-discipline and interdisciplinarity: social communication, organizational communication, marketing, sociology and audiovisual techniques, among other contemporary requirements of the relationship of strategic communication-journalism. What does the journalist contribute and what should the journalist learn, in strategic communication? Keys to journalism and strategic communication, in the convergent, contemporary communication scenario.

Pre-Requisite: COMM 750

**COMM 835 Digital Communication Strategies (3 credits)**

The theoretical and practical bases of online communication and how these affect the perception of target audiences are analyzed. The knowledge and skills necessary to create, implement and manage effective communication strategies in the digital environment are provided. It includes the current tools, techniques and approaches used in digital marketing, social media, SEO, web analytics and other digital platforms for the promotion and communication of brands, products or services. Strategic plans are developed adapted to the characteristics of each digital platform and the needs of the audience.

Pre-Requisite: COMM 750 and COMM 760

**COMM 840 Advertising Creation Processes (3 credits)**

The creative strategy in advertising: the elaboration of the strategic concept and the definition of Insight as an element in which the creative phase is realized. Creativity: definition and features. Creativity in advertising. Empirical relationship intelligence-creativity. Essential concepts in the process of advertising creation: Innovation, ideas, ingenuity, originality, invention, research, art, inspiration, impact, talent, imagination, among others. Briefing as a starting point for planning an advertising action. The stages or phases of the advertising creation process and their implementation. Case study. Development of advertising campaigns.

Pre-Requisite: COMM 750

**COMM 845 Crisis Communication and Negotiation (3 credits)**

Theoretical foundations of crisis communication and negotiation. Essential elements and relationship between organizational crisis and media. Leadership in crisis management and negotiation. Interpersonal skills necessary for negotiation. How to manage crisis and negotiate in organizations. Types of crisis responses. Study of methodologies for crisis management and negotiations. Study of historically relevant cases, on communication management of organizational crisis and/or negotiations. Crisis prevention and communication plan in organizations.

Pre-Requisite: COMM 750

**COMM 850 Public Image and Brand Management (3 credits)**

Individual image and corporate image as perception processes. The public image as an added value of the company. Relationship between image and identity. Some principles for creating the image. The value of the public image as a cultural value judgment. Design of a public image. Interdisciplinarity: communication, semiotics, marketing and psychology, among other disciplines. Audit of the public image. Advantages of a good public image in the company. How to rebuild a deteriorated image. What is Branding? How to manage a brand? Brand promise. Brand attributes. Positioning. Image and brand management.

Pre-Requisite: COMM 750

**COMM 855 Audiovisual Communication Management (3 credits)**

An in-depth study of the key aspects of planning, execution and control of communication projects in the audiovisual field is carried out. Through a combination of theory and practice, students will learn how to manage audiovisual production projects in different contexts, from content creation to its distribution and evaluation, with an emphasis on the use of current technologies and emerging trends in digital media. Audiovisual communication strategies will be developed and adapted to different types of audiences and platforms, for the management of communication projects.

Pre-Requisite: COMM 750 and COMM 760

### **COMM 860 Communications Organizations Management (3 credits)**

The course focuses on advanced analysis of management principles and practices applied to communications organizations in a global and dynamic environment. Strategies for leadership, organizational development, financial management, among others, specific to the communications sector are explored. Innovative business models, digital transformation, and innovation management in traditional and digital communications organizations are examined. Through case studies and applied projects, participants will develop skills to lead and direct media and other communications organizations, address operational challenges, and formulate sustainable strategies that respond to changing market and societal demands.

Pre-Requisite: COMM 750

## **Research Courses**

### **COMM 940 Statistical Methods in Social Sciences (3 credits)**

This course includes basic and advanced statistical techniques used in Social Sciences research in postgraduate studies. Attention is paid to the descriptive, correlative and inferential statistical methodology. Central trend measures, variability and hypothesis tests are discussed and applied.

Pre-Requisite: All core and specialization courses.

### **COMM 950 Communication Research Methodology (3 credits)**

Epistemological debate in Communication research, as an integrative/contiguous discipline of the Social Sciences. The relationship between the positivist, interpretative or phenomenological and critical paradigms. The correlation between paradigm, methodology, methods and research techniques. Communication research as a specific area of social research. Communication research modalities. Communicological research and research to produce communicative actions, strategies and messages. The theoretical-methodological aspects of quantitative and qualitative research will be reviewed and the application in Communication. The research process: structure and stages. Methods and techniques of research in communication. The processing and analysis of information. Preparation and presentation of the research report.

Pre-Requisite: COMM 940.

### **COMM 960 Quantitative Research Methods in Communication (3 credits)**

Quantitative research in Communication. Design of communication studies using appropriate quantitative methods. Design of surveys, questionnaires and other types of quantitative techniques. Sampling and sample selection. Basic statistical methods for data analysis. Analysis and interpretation of quantitative results using statistical tools. Development of critical skills to conduct and evaluate quantitative research in the field of communication.

Pre-Requisite: COMM 950.

### **COMM 970 Qualitative and Mixed Research Methods in Communication (3 credits)**

Qualitative research in Communication: Qualitative data collection techniques: interviews, focus groups, participant observation, among others. Content analysis and thematic analysis. Analysis and interpretation of qualitative results. Development of critical skills to conduct and evaluate qualitative research in the field of communication. Reflexivity and ethics in qualitative research. Mixed Methods: Combination of quantitative and qualitative

approaches in research projects. Mixed research design. Advantages and challenges of mixed methods. Application of various research methodologies to analyze communicational phenomena and development of research projects that address questions of interest in the field of media, organizational communication, political communication, digital communication, among others.

Pre-Requisite: COMM 950

**COMM 980 Dissertation I (3 credits)**

This course will help students to prepare a well-structured and critical literature review for their dissertation. Students will select the topic, analyze the previous research about the topic, and develop research questions and objectives for their own doctoral-level scholarly research. Students will review appropriate thematic literature related to the dissertation topic.

Pre-Requisite: COMM 960, COMM 970 and Comprehensive Exam

**COMM 985 Dissertation II (3 credits)**

Students on this course will develop a doctoral-level dissertation on a topic of interest. The dissertation is completed with the guidance of a chair and committee members, and weekly meetings with the chair and committee members are required. Students complete the Institutional Review Board approval if needed, collect and analyze data, and write the chapters of the dissertation. At the end of the course, students will conclude the dissertation process by presenting an oral defense of their dissertation. Students can enroll in this course until the successful completion of the dissertation for a maximum of 4 times.

Pre-requisite: COMM 980

**Additional requirements**

**Comprehensive Exam**

Comprehensive mastery of fundamental and advanced topics in the field of communication will be evaluated, with an emphasis on theory, research, and strategic practice. Some of the generic contents that the exam include will be related to: Communication Theories, Strategic Communication, Audiovisual and Digital Communication, Communication Research, Organizational Communication Management, Relationships, Interdependencies and Management, of the communicational disciplines (journalism, advertising, public relations, audiovisual communication, among others). Passing the Comprehensive Exam is a prerequisite for the COMM 980 course.

Pre-Requisite: COMM 960 and COMM 970

**Faculty Listing**

Name and surname	Degrees/Diplomas Held & Awarding Institution
V́ctor Manuel Garća Súrez (*)	Post Doctor of Educational Research, Instituto Universitario Internacional de Toluca, Ḿxico, 2021  Doctor of Social Communication Sciences, Universidad De La Habana, Cuba, 2004 (***)  Master’s in Communication and Marketing, Universidad De La Habana, Cuba, 1997

	<p>Master's in Business Administration and Marketing, Escuela Superior de Estudios de Marketing de Madrid, España, 1996</p> <p>Bachelor's in, Information Sciences, Universidad De La Habana, Cuba, 1989</p>
Ivette Soto Vélez (*)	<p>Doctor of Organizational Communication, Universidad de Malaga, Spain, 2008 (***)</p> <p>Master's in Communication, Universidad de Puerto Rico, PR, 2004</p> <p>Bachelor's Communication, Universidad de Puerto Rico, PR, 2000</p>
Luis Rosario Albert (*)	<p>Doctor of Communication. Universidad de Navarra, España. 2012 (***)</p> <p>Master's in Cinema Studies. New York University. 1987</p> <p>Bachelor's in Humanities. Universidad de Puerto Rico, PR. 1984</p>
Marianela Urdaneta García (**)	<p>Doctor of Audiovisual Communication and Advertising, Autonomous University of Barcelona, Spain, 2011 (***)</p> <p>Master's in communication Emphasis in Sociosemiotic of Communication and Culture, University of Zulia, Venezuela, 2008</p> <p>Bachelor's in social communication Emphasis on Audiovisual Journalism University of Zulia, Venezuela, 2002</p> <p>Associate Degree in Public Relations and Marketing, Alejandro Humboldt Polytechnic University, Venezuela 2002</p> <p>Associate Degree in Business Administration, Alejandro Humboldt Polytechnic University, Venezuela 1999</p>

<p>María Margarita Alonso Alonso (**)</p>	<p>Post Doctor of Educational Research, Instituto Universitario Internacional de Toluca, Mexico, 2015</p> <p>Doctor of Social Communications, Universidad De La Habana, Cuba, 1999 (***)</p> <p>Bachelor's in Psychology, Universidad De La Habana, Cuba, 1979</p>
<p>Harold J. Leonard Navarro (**)</p>	<p>Doctor of Audiovisual Communication and Advertising Universidad Autónoma de Barcelona, España. 2024 (***)</p> <p>Master's in television, Radio and Cinema. Syracuse University. 2014</p> <p>Master's in international Cinema Business, Exeter University and London School of Film. 2016</p> <p>Bachelor's in Audiovisual Communication and Journalism. Universidad de Puerto Rico, Río Piedras Campus. 2012</p>
<p>José Ferreras Durán (**)</p>	<p>Doctor of Instructional Technology &amp; Distance Education, Nova Southeastern University, FL, 2016</p> <p>Master's in Instructional Technology, Universidad del Sagrado Corazón, PR, 1996</p> <p>Bachelor's in communications, Universidad del Sagrado Corazón, PR, 1989</p>
<p>Pablo Impelluso Cortés (**)</p>	<p>Doctor of Communications, Universidad de Malaga, Spain 2024 (***)</p> <p>Master's in communication Major: Public Relations, Universidad Ana G. Mendez, Gurabo Campus, PR, 2018</p> <p>Bachelor's in Humanities Major: Film Production, Video and Multimedia, Universidad Ana G. Mendez, Gurabo Campus, PR 2018</p> <p>Associate Degree in Cinematography, Colegio de Cinematografía, Arte y Televisión (CCAT), PR 2016</p>

(\*) AGMU or UAGM Full time faculty

(\*\*) AGMU Communications programs Part time faculty

(\*\*\*) Approved as Ph.D. in the USA