

# Communication (COMM)

---

**Associate Dean for Graduate Studies and Research: Sarah B. Feldner, Ph.D.**

Graduate Communication website (<http://diederich.marquette.edu/COC/graduate-program.aspx>)

## Degrees Offered

Master of Arts; Certificate

## Program Description

The J. William and Mary Diederich College of Communication graduate program in communication prepares students for intellectual, artistic, professional and ethical leadership in a complex technological and multicultural world. It uses a core of common knowledge, values, and communication skills to improve understanding of communication as a cultural and social process and to develop the skills necessary for success in constantly changing information environments. Students can specialize in one of two areas: communication professions and society, or digital communication strategies. The master's program takes an integrative approach that emphasizes how contemporary communication practices, technologies and professions intersect, and encourages students to learn from one another's specialized interests.

The communication professions and society specialization focuses upon deeper skills of analysis and research in communication and prepares students for advanced roles in their careers or for doctoral studies. The digital communication strategies specialization focuses upon the planning and use of communication technologies and prepares students to work as leaders in their professional fields.

Students are encouraged to tailor the degree to their individual interests by choosing from the varied proseminars or topics courses offered in communication, or from courses offered in other Marquette graduate programs, including business, marketing, English, psychology, and political science.

Both specializations require a problem-based, interdisciplinary, organizationally grounded fieldwork experience. Milwaukee offers a rich urban laboratory for communication study, with a wide array of advertising and public relations agencies, major corporations, consulting firms, broadcast stations, general interest and specialized newspapers and magazines, and online publications. The fieldwork credits allow students to gain experience and develop a professional portfolio, and to work collaboratively and learn from one another's experiences as writers, designers, multi-media specialists, consultants, trainers and marketers.

Upon the completion of the master of arts degree program in communication, graduates will be able to:

1. Apply research-based, theory-informed knowledge to the identification and solution of real-life issues in the field.
2. Apply ethical decision-making skills in a variety of communication situations.
3. Integrate knowledge from the discipline of communication with the chosen specialization area.

## Prerequisites for Admission

For all master of arts and certificate programs in communication, the applicant must have graduated with, or be about to graduate with, a bachelor's degree from an accredited institution and must have an undergraduate grade point average equivalent to at least a 3.000 on a 4.000 scale. Master of arts applicants without sufficient academic or professional background will be required to take some undergraduate courses with no graduate credit to satisfy deficiencies.

## Application Requirements

Applicants must submit, directly to the Graduate School:

1. A completed application form and fee online ([http://marquette.edu/grad/future\\_apply.shtml](http://marquette.edu/grad/future_apply.shtml)).
2. Copies of all college/university transcripts except Marquette.\*
3. Three letters of recommendation, specifically in letter format.
4. A brief statement of academic and professional goals.
5. (For M.A. applicants only) GRE scores (General Test only). Waived for Marquette graduates with a major from the College of Communication, with an overall GPA of 3.250 and a major GPA of 3.500.
6. (For international applicants only) a TOEFL score or other acceptable proof of English proficiency. A minimum score of 600 on the paper-based version, 250 on the computer-based version, or 100 on the Internet-based version is required.

\* Upon admission, final official transcripts from all previously attended colleges/universities, with certified English translations if original language is not English, must be submitted to the Graduate School within the first five weeks of the term of admission or a hold preventing registration for future terms will be placed on the student's record.

## Master of Arts in Corporate Communication

In addition to our master of arts in communication, the J. William and Mary Diederich College of Communication offers a master of arts in corporate communication in conjunction with the Graduate School of Management. This 30 credit-hour program combines advanced course work in communication and business to prepare students for an executive-level communication role. For more information on the corporate communication master of arts and its related five-year accelerated degree program, see the Graduate School of Management bulletin (<http://bulletin.marquette.edu/schoolofmanagement/programs/corpcomm>).

## Dual Programs of Study

### M.A. in Communication and M.A. in Political Science M.A. in Communication and M.A. in International Affairs

The J. William and Mary Diederich College of Communication, in conjunction with the Department of Political Science, offers a program of dual study leading to a master of arts degree in communication and a master of arts degree in political science or international affairs. Dual degree students are able to complete both degree programs in less time than if both degrees were pursued separately.

Students seeking admission into the dual degree program must submit to the Graduate School separate applications for admission to both programs, including two sets of required documentation, and must meet the admission requirements of each program. Acceptance into one program does not guarantee acceptance into the other. If a student is accepted into one program and not the other, the student can still choose to accept the admission offer from the first program but would not be considered a dual degree student. Because students are officially admitted into only one Marquette University graduate program at a time, applicants must indicate which program they intend to pursue and complete first, although once accepted for admission to both programs, students may take courses from both departments. Upon completion of the first program, the student will be officially admitted to the second program for completion of the remainder of the dual program.

Dual degree students count 9 credits of course work in each program toward the required course work credits of the other program. Thus, 9 of the 30 credits required for the thesis program, or 9 of the 36 credits required for the non-thesis program for the master of arts degree in communication will come from POSC courses, and 9 of the 30 credits required for the master of arts degree in political science or international affairs will come from COMM courses.

## Communication Master's Requirements

**Specializations:** Communication Professions and Society, Digital Communication Strategies

Students are required to choose a specialization and have the option of completing a thesis program or a non-thesis program. All students are admitted to the thesis program (Plan A), but may transfer to the non-thesis program (Plan B) with the approval of the program director. Students must earn a grade point average of at least 3.000 with no grades below a C.

### Thesis Program (Plan A)

Students must complete 24 credit hours of course work plus 6 credit hours of thesis work (a total of 30 credit hours). Students must also submit an approved thesis and are required to give an oral defense of their thesis.

### Non-Thesis Program (Plan B)

All students are admitted to the thesis program (Plan A), but may transfer to the non-thesis program (Plan B) with the approval of the program director.

Non-thesis program students must complete 24 credit hours of course work, 3 credit hours of practicum and 3 credit hours of an approved professional project (a total of 30 credit hours).

## Program Requirements

### Thesis (Plan A) Requirements:

COMM 6001	Communication Theory in Context	3
COMM 6002	Communication Research in Action	3
COMM 6250	Communication as Ethical Practice	3
Specialization courses (see details below)		12
Elective <sup>1,2</sup>		3
Thesis		6
Total Credit Hours		30

<sup>1</sup> The elective may include any course at the 5000 level or above including communication professions and society proseminars and digital communication strategies courses. Students may also choose courses in other departments selected in consultation with advisers.

<sup>2</sup> Students may choose to take COMM 6964 Communication Practicum for elective credit. COMM 6964 Communication Practicum may be repeated for up to 6 credits.

## Non-Thesis (Plan B) Requirements:

COMM 6001	Communication Theory in Context	3
COMM 6002	Communication Research in Action	3
COMM 6250	Communication as Ethical Practice	3
COMM 6964	Communication Practicum	3
Specialization courses (see details below)		12
Electives <sup>1, 2</sup>		3
Professional Project		3
<hr/>		
Total Credit Hours		30

<sup>1</sup> Electives may include any course at the 5000 level or above including communication professions and society proseminars and digital communication strategies courses. Students may also choose courses in other departments selected in consultation with advisers.

<sup>2</sup> Students may choose to take COMM 6964 Communication Practicum for elective credit. COMM 6964 Communication Practicum may be repeated for up to 6 credits.

## Specialization Details

### Communication Professions and Society

This specialization provides students with the theoretical and methodological foundation needed for positions of intellectual leadership in communication professions, or for doctoral studies. The proseminar format encourages students to discover their individual interests within a broad spectrum of communication concepts, theories, and research methods.

The proseminars are organized under six important contemporary topics; their exact content and title will vary depending upon term and instructor. Proseminars may be repeated under different titles.

To complete the communication professions and society specialization, students must choose 3 proseminars from the following list and one additional COMM course at the 6000 level. Each course has variable topics and may be repeated once.

COMM 6953	Proseminar in Health, Science and Environment	3
COMM 6954	Proseminar in Media	3
COMM 6955	Proseminar in Organizations	3
COMM 6956	Proseminar in Public Life	3
COMM 6957	Proseminar in Relationships	3
COMM 6958	Proseminar in Technology	3

### Digital Communication Strategies

This specialization provides students with the conceptual foundation and practical training they need to help organizations plan and execute effective digital communication strategies. Courses help students identify and plan communication strategy, develop digital content, and measure the effectiveness of communication messages within a variety of professional contexts, including advertising, public relations, and journalism. Students may tailor their course selections to meet their professional needs and interests.

The digital communication strategies specialization offers topic-based courses that take an applied approach to the strategic use of digital communication technologies. Specific titles vary, depending upon term and instructor, and topics courses may be repeated under different titles.

To complete the digital communication strategies specialization, students choose 3 courses from the following list and one additional COMM course at the 6000 level. Each course has variable topics and may be repeated once.

COMM 6810	Digital Communication Strategies for Content	3
COMM 6815	Digital Communication Strategies in Metrics	3
COMM 6820	Digital Communication Strategies for Technologies	3
COMM 6825	Digital Communication Strategies for Leadership	3

## Accelerated Bachelor's-Master's Program

The accelerated degree program in the College of Communication allows Marquette University students to earn both a bachelor of arts degree with a major in digital media, advertising, communication studies, corporate communication, journalism, media studies, public relations or performing arts and

a master of arts degree in communication in five years. Students will complete 9-12 hours of approved graduate credit in communication during their senior undergraduate year that count as part of the undergraduate credit hour requirement.

Upon completion of the first term as a master's candidate, the student must petition the Graduate School to transfer the courses taken as an undergraduate to the master's degree. All remaining master's degree requirements may be completed during the subsequent summer, fall and spring terms.

Candidates for admission should have undergraduate junior status, have completed at least 3 upper-division communication courses and should have a major GPA of at least 3.500 and an overall GPA of at least 3.200. Candidates for admission should submit transcripts and three letters of recommendation, but need not submit GRE scores. Candidates for admission to this program should notify the associate dean for graduate studies and research of their intentions.

## Digital Storytelling Certificate

The J. William and Mary Diederich College of Communication also offers a 15 credit hour graduate certificate in digital storytelling. The certificate is for those who want to understand the theoretical foundation of storytelling, apply it to the various disciplines in communication, and learn the applied skills in multimedia technology that enable them to be competitive in the converged job market. Students who complete the certificate learn different types of storytelling, such as informational, persuasive, and historical, and different forms of storytelling, such as public affairs journalism, fundraising, advertising, public relations, entertainment, as well as family stories. Students also learn different means for doing storytelling through documentaries, blogs, websites, print media, etc. The certificate can stand alone or can be applied toward the master's degree in communication for students admitted to the degree program.

### Certificate Requirements

The certificate in digital storytelling requires the completion of three required courses (9 credit hours) and two elective courses (6 credit hours) for a total of 15 credit hours. Students should consult their adviser or the associate dean for graduate studies and research when deciding upon electives.

#### Required Courses:

COMM 6850	The Craft of Digital Storytelling	3
COMM 6900	Storytelling in Public Life	3
COMM 6997	Capstone in Digital Storytelling	3

Elective Courses: Complete two courses from the following. 6

COMM 6810	Digital Communication Strategies for Content	
COMM 6815	Digital Communication Strategies in Metrics	
COMM 6820	Digital Communication Strategies for Technologies	
COMM 6825	Digital Communication Strategies for Leadership	

---

Total Credit Hours 15

#### Note:

No more than 6 credits from the master of arts in communication may be counted toward the certificate in digital storytelling.