

# Corporate Communication, MA

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Graduate Communication website (<https://www.marquette.edu/grad/programs-communication.php>)

## Degree Offered

Master of Arts, Plan B only

## Program Description

This interdisciplinary master of arts in Corporate Communication degree is offered by the Diederich College of Communication. Students may complete the program 100% online or with a combination of face-to-face and online course formats. The program combines public relations fundamentals and communication theory with an advanced business education to prepare students for an increasingly complex communication landscape. The program focuses on communication as an executive level function and course work includes topics such as: organizational communication, accounting and finance, international business and communication, corporate advocacy, and organizational leadership. The program reflects Marquette's commitment to developing students' abilities as ethical leaders with an understanding of corporate social responsibility in a global environment. As such, the degree prepares graduates to be ethical and informed communication leaders.

At the completion of this program students will be able to:

1. Establish the business case for communication functions within the corporation and lead and coordinate the comprehensive communication functions of a corporation.
2. Articulate the importance of having a clear corporate vision, mission and identity of a corporation and develop and execute plans for communicating these both internally and externally.
3. Assess internal and external corporate communication needs and develop strategic communication plans.
4. Articulate the roles corporations play within the larger social, cultural, political and economic context of our contemporary global society.

The master of arts in corporate communication requires a minimum of 30 credit hours of course work, split between the College of Communication and the Graduate School of Management.

Recognition is given to those applicants with or pursuing the Accreditation in Public Relations (APR) by the Public Relations Society of America (PRSA). An official copy of the certificate of completion, or proof of current enrollment, must be submitted with the application materials. Upon verification of the APR, and successful completion of 6 graduate credits within the corporate communication program, the College of Communication will award 6 credits equivalent to CMST 6600 Communication Consulting and CCOM 6700 Corporate Advocacy to the student records, recognizing the mastery of these strategic communication competencies. It is the student's responsibility to communicate participation in the APR program with the College of Communication to ensure proper advising and the awarding of the credits.

To earn the master of arts in corporate communication, students complete 15 credits from each college as listed below.

Code	Title	Hours
<b>College of Communication Required Courses</b>		
<b>Choose one of the following:</b>		<b>3</b>
CCOM 5700	Corporate Advocacy	
or CCOM 6700	Corporate Advocacy	
<b>Choose one of the following:</b>		<b>3</b>
CCOM 5750	Ethics and Corporate Social Responsibility	
or CCOM 6750	Corporate Social Responsibility	
<b>Choose one of the following:</b>		<b>3</b>
CMST 5600	Communication Consulting	
or CMST 6600	Communication Consulting	
CCOM 6300	Financial Communication and Investor Relations	3
CMST 6200	Organizational Communication	3
<b>Graduate School of Management Required Courses</b>		
<b>Business Essentials Required Courses <sup>1</sup></b>		<b>6</b>
MBA 6040	Business Essentials - Accounting	
MBA 6050	Business Essentials - Economics	
MBA 6060	Business Essentials - Finance	

MBA 6080	Business Essentials - Marketing	
<b>Statistics and Leadership Core <sup>2</sup></b>		<b>3</b>
MBA 6010	Quantitative Analysis	
MBA 6140	Leading People and Change	
MBA 6160	Leadership Coaching and Development	
<b>Leadership Elective - Choose one of the following:</b>		<b>3</b>
LEDR 6051	Contemporary Leadership: Theory, Research and Application	
LEDR 6101	Strategic Communication	
LEDR 6115	Character Driven Leadership	
LEDR 6931	Topics in Leadership Studies	
MANA 6115	Change Leadership in Self and Organizations	
MANA 6125	Negotiations	
<b>Business - Graduate School of Management Course <sup>3</sup></b>		<b>3</b>
Select from Graduate School of Management Courses, excluding MBA 6130.		
<b>Total Credit Hours:</b>		<b>30</b>

<sup>1</sup> The business essentials courses represent the foundation of business. Substitutions may be approved if the student has completed equivalent course work within the past 10 years with a grade of B or better.

<sup>2</sup> MBA 6010 Quantitative Analysis is required for students without prior statistics completion. In addition, completion of one of MBA 6140 Leading People and Change or MBA 6160 Leadership Coaching and Development is required. If prior statistics completion, students complete both MBA 6140 and MBA 6160. This may increase the total number of program credits.

<sup>3</sup> If MBA 6140 Leading People and Change or MBA 6160 Leadership Coaching and Development is not completed within the Statistics and Leadership Core required courses, the course may be used as an elective.

## 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 advertising, communication studies, corporate communication, digital media, film and media studies, journalism, public relations, or theatre arts and a master of arts degree in communication in five years. Students complete up to 12 hours of approved graduate credit in communication during their senior undergraduate year that count as part of the undergraduate credit hour requirement.

Code	Title	Hours
<b>Courses aligned with Statistics and Business Essentials Substitutions</b>		
MBA 6010		
COMM 1700	Communication Statistics and Analysis	
MATH 1700	Modern Elementary Statistics	
MATH 1700H	Honors Modern Elementary Statistics	
MATH 4710	Mathematical Statistics	
MATH 4720	Statistical Methods	
PSYC 2001H	Honors Psychological Measurements and Statistics	
BUAD 1560	Applied Statistics	
MEEN 3426	Engineering Statistics	
MBA 6040		
BUAD 2100	Accounting and Finance Fundamentals for Non-Business Majors	
ACCO 1030	Principles of Financial Accounting	
ACCO 1031	Principles of Managerial Accounting	
MBA 6050		
ECON 1001	Introduction to Economics	
ECON 1103	Principles of Microeconomics	
ECON 1104	Principles of Macroeconomics	
MBA 6060		
BUAD 2100	Accounting and Finance Fundamentals for Non-Business Majors	
FINA 3001	Introduction to Financial Management	

MBA 6080

MARK 3001

Introduction to Marketing

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 3.000 and an cumulative GPA of at least 3.250. Candidates for admission to this program should notify the associate dean for graduate studies and research of their intentions.

## University Policies

- Academic Censure - Graduate School (<https://bulletin.marquette.edu/policies/academic-censure/graduate/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)
- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Attendance - Graduate School (<https://bulletin.marquette.edu/policies/attendance/graduate/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)
- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Graduate School (<https://bulletin.marquette.edu/policies/credit-load/graduate/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Graduate School and Graduate School of Management (<https://bulletin.marquette.edu/policies/grading-system/graduate-management/>)
- Graduation - Graduate School (<https://bulletin.marquette.edu/policies/graduation/graduate/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Registration - Graduate School (<https://bulletin.marquette.edu/policies/registration/graduate/>)
- Repeated Courses - Graduate School (<https://bulletin.marquette.edu/policies/repeated-courses/graduate/>)
- Student Consumer Complaints (<https://bulletin.marquette.edu/policies/student-complaints/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer Course Credit - Graduate School (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/graduate/>)
- Withdrawal - Graduate School (<https://bulletin.marquette.edu/policies/withdrawals/graduate/>)

## Graduate School Policies

- Academic Performance (<https://bulletin.marquette.edu/graduate/policies/academic-performance/>)
- Advising (<https://bulletin.marquette.edu/graduate/policies/advising/>)
- Certificate Concurrent Enrollment (<https://bulletin.marquette.edu/graduate/policies/certificate-concurrent-enrollment/>)
- Conduct (<https://bulletin.marquette.edu/graduate/policies/conduct/>)
- Confidentiality of Proprietary Information (<https://bulletin.marquette.edu/graduate/policies/confidentiality-proprietary-information/>)
- Continuous Enrollment (<https://bulletin.marquette.edu/graduate/policies/continuous-enrollment/>)
- Courses and Prerequisites (<https://bulletin.marquette.edu/graduate/policies/courses-prerequisites/>)
- Cross-listed Courses (<https://bulletin.marquette.edu/graduate/policies/cross-listed-courses/>)
- Deadlines (<https://bulletin.marquette.edu/graduate/policies/deadlines/>)
- Doctoral Degree Academic Program Overview (<https://bulletin.marquette.edu/graduate/policies/doctoral-program-overview/>)
- Dual/Joint Programs of Study (<https://bulletin.marquette.edu/graduate/policies/dual-joint-programs/>)

- Graduate Credit (<https://bulletin.marquette.edu/graduate/policies/graduate-credit/>)
- Graduate School Policies (<https://bulletin.marquette.edu/graduate/policies/>)
- Independent Study (<https://bulletin.marquette.edu/graduate/policies/independent-study/>)
- Intellectual Property (<https://bulletin.marquette.edu/graduate/policies/intellectual-property/>)
- Master's Degree Academic Program Overview (<https://bulletin.marquette.edu/graduate/policies/masters-program-overview/>)
- Merit-Based Aid Registration Requirements (<https://bulletin.marquette.edu/graduate/policies/merit-based-aid-registration-requirements/>)
- Research Involving Humans, Animals, Radioisotopes or Recombinant DNA/Transgenic Organisms (<https://bulletin.marquette.edu/graduate/policies/research-involving-humans-animals-radioisotopes-recombinant-dnatransgenic-organisms/>)
- Temporary Withdrawal from Graduate Program (<https://bulletin.marquette.edu/graduate/policies/temporary-withdrawal-graduate-program/>)
- Time Limitations (<https://bulletin.marquette.edu/graduate/policies/time-limitations/>)
- Working with Minors (<https://bulletin.marquette.edu/graduate/policies/working-minors/>)