

# CORPORATE COMMUNICATION



Master of Arts in Corporate Communication | 30-credit program | Campus and online courses available

## CCOM COURSES

15 credits

**CCOM 5700  
or CCOM 6700**  
Corporate Advocacy  
3 credits

**CCOM 5750  
or CCOM 6750**  
Corporate Social  
Responsibility  
3 credits

**CCOM 6300**  
Financial  
Communication and  
Investor Relations  
3 credits

**CMST 5600  
or CMST 6600**  
Communication  
Consulting  
3 credits

**CMST 6200**  
Organizational  
Communication  
3 credits

## BUSINESS

9 credits

**BUAD 6000**  
Accounting and  
Finance for the Non-  
Financial Manager  
3 credits

**BUAD 6005**  
Economic Foundations  
for Marketing Decisions  
3 credits

**MBA 6140**  
Leading People  
and Change  
1.5 credits

**MBA 6160**  
Leadership Coaching  
and Development  
1.5 credits

## BACHELOR'S- MASTER'S PROGRAM (Accelerated Degree Program-ADP)

An accelerated program allowing Marquette University students to earn both undergraduate and master's degrees within 5 years is available. Interested students are encouraged to speak with their academic adviser for course planning and to reach out to the Graduate School of Management with questions.

## LEADERSHIP

3 credits (select one)

**LEDR 6051**  
Contemporary  
Leadership: Theory,  
Research and Application  
3 credits

**LEDR 6101**  
Strategic Communication  
3 credits

**LEDR 6115**  
Character Driven  
Leadership  
3 credits

**LEDR 6931**  
Topics in Leadership  
3 credits

**MANA 6115**  
Change Leadership in  
Self and Organizations  
3 credits

## BUSINESS ELECTIVE

3 credits

### 3 CREDITS

Students may pursue additional leadership course work or graduate business courses such as:

**HURE 6535**  
Diversity and Inclusion

**HURE 6590**  
Human Capital Strategy

**MANA 6110**  
Managing Behavior in  
Organizations

**MANA 6120**  
Managing and Leading in  
Turbulent Times

**MANA 6125**  
Negotiations

**SPLE 6400**  
Sport Management

**SPLE 6200**  
Sports Communication

*Students with business backgrounds may be approved for electives in subject areas including finance, marketing, information systems or supply chain.*

For more information, contact:

**Dr. Sumana Chattopadhyay**  
414.288.3488  
sumana.chattopadhyay@marquette.edu

"The M.A. in corporate communication merges the concepts of public relations and communication theory with business expertise."

**Dr. Sumana Chattopadhyay**  
Associate Dean for Graduate  
Studies and Research, Diedrich  
College of Communication



**MARQUETTE  
UNIVERSITY**

**BE THE DIFFERENCE.**

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS IN THE WORLD  
THE BEST ACCOUNTING PROGRAMS IN THE WORLD