

Graduate Studies Programs

Master of Science in Communications Management

About the Program

The Master of Science in Communications Management (MCM) develops leaders who transform their organizations through the strategic use of communication. MCM students think critically and strategically, and communicate powerfully.

The curriculum focuses on the intersection of theory and practice by drawing on instructors' professional expertise as well as on students' work experiences. It highlights five key areas:

- Managerial communications
- Organizational change
- Communications technologies
- Multiculturalism and global communications
- Basic financial principles

The MCM program includes men and women from a wide range of backgrounds: corporate communications, advertising, marketing, public relations, design, technical writing, government relations, human resources, and customer service. The program revolves around their workplace demands and career goals by offering small classes, flexible schedules, and personal attention.

Degree Requirements

To earn a Master of Science in Communications Management, a student must complete 36 semester hours, consisting of:

- Four required courses
- Four electives
- An Applied Learning Project

Educational Promise

Simmons College is located in the heart of Boston, a world-class city renowned for unlimited educational, career, and social opportunities. The College of Arts and Sciences graduate programs provide opportunities to women and men pursuing master's and advanced degrees in education, liberal arts, and communications management. All programs provide a challenging educational experience in which every student develops an informed, critical, and committed voice, and learns to be a leader and collaborative member of the professional community.

Simmons College was named among the "Best Universities" in its category by *USNews & World Report's America's Best Colleges 2004*. Simmons was also included in *The Princeton Review's* 2004 editions of *The Best 351 Colleges* and *The Best Northeastern Colleges*. Simmons believes passionately in an educational promise that places students first, helping them build successful careers and realize a powerful return on their educational investment. We honor this promise by delivering quality education and measurable success through our singular approach to professional preparation, intellectual exploration, and community orientation.

"The program developed and expanded my business and communications knowledge in a way that provided significant support to my company and gave me the ability to advance professionally. It continues to be an important part of the skills I use each day."

KAREN WARREN, '93GS
SENIOR VICE PRESIDENT OF
INVESTOR RELATIONS
HASBRO, INC.

"MCM has given me the confidence to relocate and change careers. It has helped me leverage my strengths, professional desires and knowledge into a meaningful career in the nonprofit sector."

REBECCA H. MCCULLOUGH, '03GS
DIRECTOR OF MARKETING AND
DEVELOPMENT
YMCA SOUTHCOAST



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Coursework

Required Courses

MCM 442 **Emerging Communications Technologies**

Provides a foundation in understanding how new technologies transform organizations, including our understanding of what constitutes technology in the workplace; the impact new technologies have on the organizational, cultural and technical components of businesses; and strategies for the effective implementation of new technologies.

MCM 462 **Financial Aspects of Business**

Provides an introduction to economics, accounting, and finance. The course enables students to read, analyze, and interpret company financial statements; understand how external factors affect the financial health of organizations; and make decisions based on financial information.

MCM 481 **Strategic Communications and Organizational Change**

Focuses on assessing the organizational environment, long-range planning, and implementing change; emphasizes the role of communication in managing the process of change in organizations.

MCM 485 **Communicating Across Cultures**

Provides students with a cross-cultural perspective for managing both organizational and personal communications in international and multicultural contexts.

Elective Courses

MCM 420	Effective Managerial Communications
MCM 421	Speechwriting and Oral Presentation
MCM 422	Writing for Communications Professionals
MCM 423	The Business Press
MCM 424	Negotiations
MCM 425	Leadership through Communication
MCM 451	Integrated Marketing Communications
MCM 452	Consumer Communications
MCM 454	Communicating Corporate Image
MCM 453	Strategic Marketing Communications
MCM 458	Online Communications
MCM 460	Financial and Investor Relations
MCM 461	Public Relations in the 21 st Century
MCM 464	Corporate/Community Relations
MCM 465	Issues Management
MCM 486	Cultural Diversity in the Workplace
MCM 488	Organizational Communication and Culture
MCM 497	Special Topics in Communications Management
MCM 498	Independent Study

Applied Learning Project (MCM 500)

Under the direction of a faculty advisor, students complete an applied learning project (ALP) that demonstrates their understanding of the strategic use of communication in organizations. The ALP includes a written report in which students illustrate their knowledge of the communication and management theories that underlie their project and an oral presentation. This is usually taken at the end of the program of study.

Contact Us

Graduate Studies Admission

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MCM Program

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