

## The Master's in Communications Management

Joan Abrams, *Director and Assistant Professor*

Marlene Fine, *Professor*

Edward T. Vieira, Jr., *Associate Professor*

Vonda Powell, *Assistant Professor*

Kris DeGraw Danna, *Lecturer*

William Earle, *Lecturer*

Gayle Gifford, *Lecturer*

Mark Kennedy, *Lecturer*

Kenneth Kerber, *Lecturer*

Peter Masucci, *Lecturer*

Sara Daly, *Administrative Assistant*

The Master's in Communications Management (MCM) is designed primarily for people who have had either a professional communications experience and want to assume increased responsibilities, duties, and functions; or a managerial experience and want to deepen their understanding of organizational and managerial communication. The curriculum has an applied focus that emphasizes organizational processes and the intersection of theory and professional practice.

**Admission:** Applicants must submit: an official transcript from the institution granting their baccalaureate degrees and any other schools attended since high school graduation; scores from the Graduate Record Exam (GRE), Graduate Management Admission Test (GMAT), or the Miller Analogies Test (MAT); and two letters of recommendation. GRE, GMAT, or MAT scores may be waived for applicants with five years of significant full-time work experience in communications management or a related field. Up to eight semester hours of transfer credit for graduate study elsewhere may be applied toward the degree when that work is judged to be appropriate to the candidate's program. Transfer credit must be presented upon application. Individuals may take up to

two courses in this program before formally applying for degree candidacy. Non-degree student guidelines and the program brochure are available by contacting Graduate Studies Admission, Simmons College, 300 The Fenway, Boston, MA, 02115-5898; telephone: 617-521-2915; fax: 617-521-3058; or e-mail: gsa@simmons.edu. The website for MCM includes more specific and detailed information: [www.simmons.edu/gradstudies/communications\\_management/](http://www.simmons.edu/gradstudies/communications_management/).

**Degree Requirements:** Candidates for the degree must satisfactorily complete a minimum of 36 semester hours within five calendar years. This requirement comprises four required core courses, four elective courses, and an applied learning project, which includes a written academic component and an oral presentation. All courses and the applied learning project are four credit hours.

Required courses include:

MCM 442	Emerging Communications Technologies
MCM 462	Financial Aspects of Business
MCM 481	Strategic Communication and Organizational Change
MCM 485	Communicating Across Cultures
MCM 500	Applied Learning Project

Electives are chosen from courses that address new applications of communications technology, marketing communications, public relations, the management of communications functions within organizations, and managerial communication.

### **Dual-Degree M.S. in Communications Management/M.A. in Gender/Cultural Studies**

This unique dual-degree program combines the intellectual rigor of gender studies and cultural theory with the strategic thinking and practitioner approach of communications. This program incorporates issues including cultural diversity, gender equality, and effective

F = Fall  
S = Spring  
U = Summer  
TC = Travel Course  
1 = Academic Year 2008-2009  
2 = Academic Year 2009-2010  
\* = Schedule t.b.a.

communication strategies, while focusing on communications, cultural theory, diversity, gender politics, and the marketplace. The dual GCS/MCM degree program consists of 13 courses, 52 credit hours.

To fulfill their requirements, students take GCS 403 and GCS 430 and one among the following courses: GCS 406, GCS 410, GCS 412, GCS 415. Students also take four required MCM courses: MCM 442, MCM 462, MCM 481, and MCM 485. Additionally, students take three GCS elective courses and two MCM elective courses. Please see the GCS and MCM elective lists. Students are also required to complete a combined GCS and MCM capstone. For further information concerning the MCM portion of the dual-degree program, consult the program director, Joan Abrams.

## COURSES

### **MCM 420 Effective Managerial Communication\***

4 sem. hrs.

Provides a foundation in the strategic use of communication to inform, motivate, persuade, build consensus, and implement change in organizations. Helps improve written, oral, and interpersonal communication skills in managerial settings. Staff.

### **MCM 421 Speechwriting and Oral Presentation\***

4 sem. hrs.

Focuses on creating and presenting speeches and other oral presentations in a variety of business and professional settings; uses an audience-centered approach to communication. Staff.

### **MCM 422 Writing for Communications Professionals\***

4 sem. hrs.

Focuses on using writing as a strategic managerial tool. Helps develop writing skills across a range of managerial writing tasks, including routine

memoranda, reports, proposals, and performance reviews. Staff.

### **MCM 423 The Business Press\***

4 sem. hrs.

Focuses on the knowledge and skills needed to understand, analyze, and write about business, economics, productivity, consumerism, investment, and other business-related topics. Powell.

### **MCM 424 Negotiations\***

4 sem. hrs.

Emphasizes negotiation skills within organizations and with customers, clients, and stakeholders across organizations. Provides a structured means to analyze negotiation and a set of tools to improve negotiation skills. Vieira.

### **MCM 425 Leadership Through Communication\***

4 sem. hrs.

Explores different theoretical approaches to understanding leadership and examining how leadership is constructed and enacted through communication in each approach. Fine.

### **MCM 426 The Art of Conversation for Managers\***

4 sem. hrs.

Focuses on developing speaking, listening, and inquiring skills, essential for productive conversations, along with encouraging the development of key "metaskills" or attitudes that moderate the effectiveness of our speaking, listening, and inquiring. Examines differences between women and men in conversation, cross-cultural communication, and explores the importance of past, future, and present conversations for effective management and leadership. Kerber.

### **MCM 442 Emerging Communications Technologies (F-1,2)**

4 sem. hrs.

Provides a foundation in understanding how new communications technologies transform organizations, including what constitutes technology in the workplace; the impact new technologies have on the organizational, cultural, and technical compo-

nents of businesses; and strategies for the effective implementation of new technologies. Masucci.

### **MCM 451 Integrated Marketing Communications\***

4 sem. hrs.

Focuses on the marketing concepts and methods needed to capture fragmented customer-centric markets. Emphasizes the need to integrate all marketing communications, including public relations and advertising. Masucci.

### **MCM 452 Consumer Communications\***

4 sem. hrs.

Examines the role and function of direct and database marketing in the marketing mix. Topics include analysis and measurement of direct marketing, evaluation of direct marketing packages, the role of the Internet, and privacy and ethics. Staff.

### **MCM 453 Strategic Marketing Communications\***

4 sem. hrs.

Focuses on strategic planning issues central to marketing communications, including identifying and selecting key strategic options and methods of evaluating results. Masucci.

### **MCM 454 Communicating Corporate Image\*\***

4 sem. hrs.

Focuses on how organizations create and communicate a coherent organizational identity through visual and verbal images. Topics include culture and corporate image, qualitative and quantitative measures of image and reputation, and strategic and ethical issues in managing corporate image. Abrams.

### **MCM 458 Online Communications\***

4 sem. hrs.

Focuses on integrating an online marketing component into a broad-based marketing communications plan and extending marketing strategies to take advantage of the benefits of online and web-based marketing. Masucci.

### **MCM 460 Financial and Investor Relations\*\***

4 sem. hrs.

Prepares students to communicate company business and financial information to investors, analysts, shareholders, and the financial media. Staff.

### **MCM 461 Public Relations for the 21st Century\***

4 sem. hrs.

Provides a foundation in the strategic use of public relations. Focuses on the changing nature of public relations, the increasing use of new technologies, and the inclusion of public relations in the total marketing communications mix. Powell.

### **MCM 462 Financial Aspects of Business (S-1,2; U-1,2)**

4 sem. hrs.

Provides an introduction to economics, accounting, and finance. Enables students to read, analyze, and interpret company financial statements, understanding how external factors affect the financial health of organizations, and making decisions based on financial information. Earle.

### **MCM 464 Corporate Community Relations\*\***

4 sem. hrs.

Explores the theory and practice of corporate community relations, tracing its roots through key social movements of the 20th century to the post-9/11 corporate environment in the U.S. Provides practical techniques for community relations professionals from both the corporate and non-profit sectors. Gifford.

### **MCM 465 Issues Management\***

4 sem. hrs.

Focuses on identifying the issues and environments that affect the communications functions of organizations. Topics include strategies for minimizing negative effects, creating opportunities, and managing crises. Staff.

F = Fall  
S = Spring  
U = Summer  
TC = Travel Course  
1 = Academic Year 2008-2009  
2 = Academic Year 2009-2010  
\* = Schedule t.b.a.

**MCM 481 Strategic Communication and Organizational Change (S-1,2)**

4 sem. hrs.

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. Gifford.

**MCM 485 Communicating Across Cultures (F-1, 2)**

4 sem. hrs.

Provides a cross-cultural perspective for managing both organizational and personal communication in international and multicultural contexts. Kennedy.

**MCM 486 Cultural Diversity in the Workplace\***

4 sem. hrs.

Explores the organizational challenges and opportunities created by the increasing cultural diversity of the U.S. workforce. Provides a theoretical perspective and practical strategies for creating organizational environments that encourage workers of diverse cultural backgrounds to work together productively. Fine.

**MCM 487 Internal Corporate Communications\***

4 sem. hrs.

Examines how organizations use internal communications (oral, written, and electronic) to convey company strategy, build employee motivation, and create readiness for organizational change. Vieira.

**MCM 488 (STC) Organizational Communication and Culture (U-1,2)**

4 sem. hrs.

Examines several types of organizational communication, including marketing communications, public relations, crisis communications, and managerial communication, as they are practiced in Italy and the U.S. Focuses specifically on how culture shapes the practice of organizational communication. Includes lecture, discussion, guest speakers, and field trips. Offered in Rome during a two-week period in summer session. Fine.

**MCM 497 Special Topics in Communications Management\***

4 sem. hrs.

Explores issues of current interest in communications management. Topics change with each offering. Staff.

**MCM 498 Independent Study (F-1,2; S-1,2; U-1,2)**

4 sem. hrs.

For students who wish to pursue subjects not covered in existing courses — topics may be academic or applied. Abrams, Fine.

**MCM 500 Applied Learning Project (F-1,2; S-1,2)**

4 sem. hrs.

Prepares and supports students in completing an applied project that demonstrates an understanding of the strategic use of communication in organizations. Final project includes a written and an oral component. Abrams.