

# 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

### The Simmons Difference

For more than 100 years, Simmons has put the needs of our students first. Through an education that combines intellectual leadership with professional preparation, we help students lead meaningful lives and build successful careers for the 21st Century. The College's commitment can be seen in our state-of-the-art facilities for teaching, learning, living, and working at Simmons, as well as through our exceptional faculty and staff. Simmons College is located in the heart of Boston, a world-class city renowned for unlimited educational, career, and social opportunities. 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 a "Best College" in its category in the 2010 US News & World Report. Simmons was also included in the 2010 Princeton Review "Best 351 Colleges," and was named among the "Best in New England" in the first-ever edition of Princeton Review's Best Northeastern Colleges.

*"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  
SR. 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

**SIMMONS**  
COLLEGE OF ARTS & SCIENCES  
GRADUATE STUDIES

## 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.

#### **MCM 500 Applied Learning Project**

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.

### 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 21st 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**

*\*This coursework is subject to change and varies by semester. A list of current electives for each semester is available at [www.simmons.edu/gradstudies/programs/mcm/courses.php](http://www.simmons.edu/gradstudies/programs/mcm/courses.php)*

## Contact Us

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