

# CORPORATE COMMUNICATION - MASTER OF ARTS (MA)

Organizations of all types (for-profit corporations, government agencies and not-for-profits) need to build and maintain symbiotic relationships with their key stakeholders (publics). These stakeholders are both internal to an organization (such as employees and suppliers) and external (such as the mass media, government regulators, consumers, citizens and activist groups). The Master of Arts in Corporate Communication (MACC) provides students with the knowledge and skills to use communication in order to build and maintain relationships with these strategic stakeholders (publics). In addition, students will also learn to measure the quality of these relationships and its effect on the reputation of their organizations.

The MACC program is especially designed for:

- Early and mid-career practitioners of corporate communication with a desire to increase their knowledge potentially for career advancement.
- Mid-career professionals from allied disciplines such as journalism, advertising and marketing who might want to switch to corporate communication given the increased demand in this sector.

This program equips students with the conceptual knowledge and practical skills to be effective communicators whether they work for for-profit corporations or not-for-profit organizations.

Key program highlights:

- Corporate communication is fundamentally a practice, but scholarship built over the past fifty years has demonstrated that in order to be effective, this practice needs to be based on sound strategic knowledge. This program emphasizes that purposeful and effective corporate communication blends sound strategies with techniques.
- The program emphasizes the need for corporate communication to take place in a global environment because ethnocentricity in communication results in ineffectiveness in communication. Cultural sensitivity also equips graduates of the program to navigate the ethical challenges that arise in their life as communicators no matter where they practice—in Colorado, within the U.S. or internationally.
- Practicing strategic corporate communication is not possible without basing such practice on empirical evidence—whether the evidence is culled through qualitative, quantitative or mixed methods. The MACC program seeks to train students on sound methodological principles thereby preparing them to be thoughtful communicators. Evidence reveals that organizational leaders appreciate, and value, communicators who bring theory and evidence-based value to organizational activities.

For more information, visit the Master of Arts in Corporate Communication website (<https://www.colorado.edu/cmci/aprd/macc/>).

## Requirements

### Admission Requirements

The evaluation of applications is based on a set of criteria that seek to value several key qualities in students, such as professional background and experience, academic record, professional achievements, and career goals (based on a statement of purpose). The evaluation will

also be guided by standards set by the Graduate School. The desired qualifications of successful applicants include:

- A baccalaureate degree from a regionally accredited college or university, or its equivalent.
- Professional experience in corporate communication or an allied field such as journalism, advertising or communication.
- An aptitude for corporate communication and potential to pursue academic and research-based work in the field.
- An undergraduate GPA of at least 2.75.

To apply for admission, applicants should submit:

- All academic transcripts.
- A resume or Curriculum Vitae that establishes at least 3–5 years of relevant work experience.
- A statement of purpose describing their preparation for the proposed study as well as future career path relevant to the study.
- Two letters of recommendation, including at least one professional reference.
- Evidence of proficiency in English (international students only).
- Optional: GRE or GMAT scores (even if they are older than 5 years).

### Program Requirements

The Master of Arts in Corporate Communication requires 30 credits of coursework. The program consists of accelerated courses, allowing students to take only one course at a time while still completing two courses during the span of a regular semester.

CU Boulder's Master of Arts in Corporate Communication curriculum was strategically crafted not only to be flexible and serve working professionals around the world, but also to provide the knowledge, skills, and tools needed to practice corporate communication in a globalizing environment. The program offers a focused 10-course, 30-credit curriculum consisting of: five core courses (3 credits each) and five specialty courses (3 credits each).

The courses are designed to provide students with a blend of conceptual and practical knowledge and skills that can be immediately applied in your day-to-day work.

All of the courses are required of all students because they cover the conceptual foundations of sound corporate communication. These courses orient students to theories and frameworks in public relations and corporate communication.

The specialty courses are designed to expose students to the variety of work handled by corporate communication practitioners. Corporate communication is a diverse practice with many skillset areas often divided based on the stakeholders involved: employees (internal publics who are key to an organization's success), investors (that often invest in for-profit corporations or donors to not-for-profit organizations), media, etc.

Code	Title	Credit Hours
<b>Core Courses</b>		
CCOM 5101	Strategic Corporate Communication Management	3
CCOM 5103	Corporate Communication and Ethics	3

CCOM 5104	Research Methods for Corporate Communication	3
CCOM 5102	Strategic Global Corporate Communication	3
CCOM 5105	Measurement for Corporate Communication	3
<b>Specialty Courses</b>		
CCOM 5106	Internal Communication	3
CCOM 5109	Issues Management and Public Affairs	3
CCOM 5110	Corporate Communication and Digital and Social Media	3
CCOM 5108	Corporate Communication Techniques and Media Relations	3
CCOM 5107	Risk and Crisis Communication	3
<b>Total Credit Hours</b>		<b>30</b>

## Learning Outcomes

By the completion of the program, students will:

- Possess a comprehensive and in-depth understanding of corporate communication as a professional practice.
- Possess a comprehensive understanding of topics, techniques and issues related to corporate communication research, measurement and ethics.
- Possess the ability to generate verbal, written and digital deliverables appropriate for professional practice in corporate communications.
- Possess the ability to understand, generate and refine the communication and organizational strategies necessary for effective professional communication practice in global and otherwise diverse contexts.
- Possess the combination of competencies and skills required for employability as a corporate communication professional.