

# COMMUNICATION, MA/MBA

## MA in Communication / MBA (<https://advanced.jhu.edu/academics/graduate/ma-communication/ma-communication-mba-dual-degree/>)

*Dual-Degree Program with the Carey Business School*

Leaders in business and industry recognize the importance of communication, but few MBA programs offer communication courses. At the same time, communication professionals recognize the importance of good business practices, but communication programs rarely offer courses in business. The Master of Arts in Communication/Master of Business Administration dual-degree program, developed to meet the need for this combination of skills, helps advance the careers of managers in public and media relations, advertising, crisis communication, organizational development, risk communication, and other fields.

Through this program, students may simultaneously pursue a Master of Arts in Communication in the Krieger School of Arts and Sciences and a Master of Business Administration through the Carey Business School. To pursue these dual degrees, students must apply and be accepted to both programs. Students may complete one degree first and be awarded the diploma before continuing with the second degree, or strive toward both degrees concurrently. Students who successfully complete the requirements for both degrees will receive two separate degrees. Graduates must complete the graduation application for each school and may participate in both commencement exercises.

## Admissions Criteria for all Advanced Academic Programs (<https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/enrollment-services/admission/>)

### PROGRAM-SPECIFIC REQUIREMENTS

Individuals who wish to apply to the dual MA in Communication/MBA program must apply through Advanced Academic Programs. Students can apply to both programs concurrently, or they can start with one program and then apply for the dual degree by submitting an application to the second program through the AAP Admissions Office. The MA in Communication program will consider applicants for the MA in Communication portion of the degree, while the MBA program will consider applicants for the MBA portion of the degree. Students can be accepted by one rather than both programs; in this case, the student can decide whether to enroll in the single program. The Admissions Committees reserve the right to request additional information from applicants, if needed, to assess their candidacy for admission. All application materials submitted to Advanced Academic Programs become the property of the Johns Hopkins University and will not be returned to applicants under any circumstances.

#### • Testing:

The MBA program may require the GMAT or GRE scores. A waiver from these exams may be approved if a candidate has:

- Completed a graduate degree and can demonstrate quantitative ability through coursework of B or better in statistics, corporate finance, or microeconomics.
- Completed an undergraduate degree and has at least five years of professional experience. Applicant has also taken at least one course in statistics, corporate finance, and microeconomics, and earned a B or better and earned an overall GPA of 3.0 or better.
- Holds a professional designation, such as CPA or CFA.
- **Statement of purpose:** Explain why you are interested in earning the dual MA in Communication/MBA and how it will help your career. Double space your essay and limit it to 500 words or less.
- **Writing sample:** Please go to the online application to download instructions for your writing sample.

## Program Requirements

### MA in Communication Curriculum

Code	Title	Credits
<b>Core Course - Required:</b>		
AS.480.600	Research & Writing Methods	3
<b>Core Courses - Customizable</b>		
Select three of the following:		9
AS.480.601	Foundations of Digital Media	
AS.480.602	Changing Behavior through Communication	
AS.480.604	Theory of Mass Communication Practices	
AS.480.606	Persuasion	
AS.480.804	Practicum	
Electives (Six courses)		18
<b>Total Credits</b>		<b>30</b>

### MBA Curriculum

All students pursuing this dual degree must take the following courses. Course scheduling allows for completion of the MBA portion of the program in 32 months. Dual degree recipients receive both diplomas upon completion of both programs.

Code	Title	Credits
<b>Core Courses - Required:</b>		
BU.210.620	Accounting and Financial Reporting	2
BU.520.601	Business Analytics	2
BU.120.601	Business Communication	2
BU.220.620	Business Microeconomics	2
BU.231.620	Corporate Finance	2
BU.142.601	Leadership and Organizational Behavior	2
BU.410.620	Marketing Management	2
BU.680.620	Operations Management	2
BU.510.601	Statistical Analysis	2
BU.150.620	Strategic Management	2
<b>Electives (11 courses)</b>		<b>22</b>
Select 11 two-credit courses. Students may fulfill this requirement with any Carey courses for which they meet the pre-requisites and enrollment criteria.		
<b>Total Credits</b>		<b>42</b>