MBA/COMMUNICATION, MA DUAL DEGREE

The Hopkins MBA/MA in Communication prepares managers in public and media relations, advertising, crisis communication, organizational development, and risk communication. It provides managers with the knowledge and skills to solve communication problems in the workplace, use new media to transform existing business practices, reach out to media and clientele, and manage corporate images. This program enables communication professionals to expand their knowledge and skills in business and management, preparing them to lead nonprofit, public sector, or commercial enterprises. Students in these degrees complete both the professional managerial education requirements of the MBA and the advanced disciplinary requirements of a specialized MA in Communication. More information is available at the website.

Admission Requirements

Apply to the MBA/MA in Communication through the Johns Hopkins Krieger School of Arts and Sciences (https://advanced.jhu.edu/academics/graduate/ma-communication/ma-communication-mba-dual-degree/).

Program Requirements

The program requires 72 total credits, including 42 Carey credits for the MBA (20 credits Flex MBA Business Foundation and 22 credits of electives). All 42 MBA credits must come from "BU" courses at the Carey Business School. A waived course must be replaced with an equivalent number of credits in an advanced course. Dual degree recipients receive both diplomas upon completion of both programs.

Program Requirements

MA in Communication Curriculum

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS.480.600</td>
<td>Research &amp; Writing Methods</td>
<td>3</td>
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</tbody>
</table>

Core Courses - Customizable

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

Total Credits 30

MBA Curriculum

All students pursuing this dual degree must take the following courses. Dual degree recipients receive both diplomas upon completion of both programs.

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BU.210.620</td>
<td>Accounting and Financial Reporting</td>
<td>2</td>
</tr>
<tr>
<td>BU.520.601</td>
<td>Business Analytics</td>
<td>2</td>
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<tr>
<td>BU.120.601</td>
<td>Business Communication</td>
<td>2</td>
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