

COMMUNICATION, MASTER OF ARTS

MA in Communication (<https://advanced.jhu.edu/academics/graduate/ma-communication/>)

The Master of Arts in Communication program provides a powerful opportunity to hone or perfect your communication skills. With a cutting-edge curriculum that integrates writing, research, technology, and strategy—taught by expert faculty with real-world experience—this program prepares students to advance in their careers or transition to new fields. Our alumni are managers, directors, vice presidents, presidents, and other leaders in government agencies, associations, nonprofits, and corporations. Students can opt to pursue a specialized area of concentration, including Applied Research for Communication, Corporate and Nonprofit Communication, Digital Communication, Health Communication, Political Communication, and Public and Media Relations, and will have access to our exclusive job opportunities network and career services center.

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

PROGRAM-SPECIFIC REQUIREMENTS

- **Statement of Purpose:** Explain why you are interested in earning the Master of Arts in Communication and how it will help your career or other goals. Double space your essay and limit it to 500 words or less (place the word count at the end of the document).
- **Writing Sample:** Please go to the online application to download instructions for your writing sample.
- **Two Letters of Recommendation**
- **Resume**

Program Requirements

Code	Title	Credits
Core Course - Required:		
AS.480.600	Research & Writing Methods	3
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 (select six electives)		18
Total Credits		30

Concentrations

Students are not required to specify a concentration. Students who want a concentration may identify one, or occasionally two, of the fields listed below. A single course cannot count toward two concentrations. Students may take electives in any area regardless of concentration. To earn a concentration, students may have to take in-person and online courses. Although it is possible for online students to earn a concentration, there is no guarantee enough courses will be available online for all concentrations. Concentrations appear on transcripts but not diplomas.

Public and Media Relations

The concentration in public relations and media covers everything from pitching and planning, to budgeting and executing a comprehensive communication campaign. Private companies, nonprofit organizations, and federal agencies all employ communication strategies and need employees knowledgeable in theory and practice. Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.603	Communication in Practice	3
AS.480.613	Communication Ethics in Action	3
AS.480.622	Branding by Motion Picture	3
AS.480.629	Public Relations in the Age of Digital Influence	3
AS.480.634	Journalism & Publishing in the Digital Age	3
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	3
AS.480.637	Using Social and Digital Media	3
AS.480.638	Utilizing Images: Media Literacy In Practice	3
AS.480.642	Corporate Social Responsibility Campaigns	3
AS.480.643	Branding and Advertising	3
AS.480.645	Health Literacy, Language and Culture	3
AS.480.653	Communicating for Social Change	3
AS.480.654	Strategic Communication Program Management	3
AS.480.657	Introduction to Public Relations	3
AS.480.658	Public Relations Writing	3
AS.480.659	Risk and Crisis Communication	3
AS.480.660	Media Relations	3
AS.480.661	International Public Relations and Public Diplomacy	3
AS.480.662	Opinion Writing	3
AS.480.663	Integrated Marketing Communication	3
AS.480.665	Speech Writing	3
AS.480.668	Understanding Markets and Audiences	3
AS.480.685	Argument & Public Address	3

Political Communication

The concentration in political communication addresses issues from campaign strategies to running a press office to influencing public policy. Whether people are governing, running for office, or pushing for policy change, communication lies at the heart of politics.

Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.603	Communication in Practice	3
AS.480.613	Communication Ethics in Action	3
AS.480.622	Branding by Motion Picture	3

AS.480.632	Digital Political Strategy	3
AS.480.637	Using Social and Digital Media	3
AS.480.638	Utilizing Images: Media Literacy In Practice	3
AS.480.645	Health Literacy, Language and Culture	3
AS.480.658	Public Relations Writing	3
AS.480.659	Risk and Crisis Communication	3
AS.480.661	International Public Relations and Public Diplomacy	3
AS.480.662	Opinion Writing	3
AS.480.665	Speech Writing	3
AS.480.668	Understanding Markets and Audiences	3
AS.480.675	Public Policy Management & Advocacy	3
AS.480.685	Argument & Public Address	3

Health Communication

The concentration in health communication covers how to develop and evaluate effective public information campaigns, how to manage the demands placed on communication specialists during a crisis, and how to incorporate behavior change messages into a variety of channels and genres, such as entertainment. Health communication professionals must develop, deliver, and evaluate modern health communication programs. This concentration explores what has been done, what works, and why.

Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.603	Communication in Practice	3
AS.480.613	Communication Ethics in Action	3
AS.480.622	Branding by Motion Picture	3
AS.480.638	Utilizing Images: Media Literacy In Practice	3
AS.480.640	Health Communication	3
AS.480.645	Health Literacy, Language and Culture	3
AS.480.653	Communicating for Social Change	3
AS.480.654	Strategic Communication Program Management	3
AS.480.659	Risk and Crisis Communication	3
AS.480.668	Understanding Markets and Audiences	3
AS.480.682	Health Psychology & Behavior Change	3
AS.480.686	Behavior Change and Education through Entertainment	3
AS.480.687	Intercultural Communication	3

Digital Communication

The concentration in digital communication examines the strategic use of digital technologies for communication professionals. This concentration addresses how to use the Web and social media to reach out to diverse public groups and how to incorporate digital with traditional communication campaigns. Digital communication tools are an important part of the modern communication workplace.

Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.603	Communication in Practice	3
AS.480.622	Branding by Motion Picture	3
AS.480.629	Public Relations in the Age of Digital Influence	3
AS.480.632	Digital Political Strategy	3
AS.480.633	Interactive Marketing and Advertising	3

AS.480.634	Journalism & Publishing in the Digital Age	3
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	3
AS.480.636	Web Writing and Content Strategy	3
AS.480.637	Using Social and Digital Media	3
AS.480.638	Utilizing Images: Media Literacy In Practice	3
AS.480.639	Advanced Social Media Management	3
AS.480.645	Health Literacy, Language and Culture	3
AS.480.668	Understanding Markets and Audiences	3

Corporate and Nonprofit Communication

The concentration in corporate and nonprofit communication examines all of the important components of communication in an organizational context. Students study how managers communicate with staff members effectively across the organization, how businesses and nonprofits communicate with the media, and how advertisers and marketers persuade potential consumers and donors. Successful organizations have solid internal and external communication strategies. Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.603	Communication in Practice	3
AS.480.605	Organizational Communication	3
AS.480.613	Communication Ethics in Action	3
AS.480.622	Branding by Motion Picture	3
AS.480.633	Interactive Marketing and Advertising	3
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	3
AS.480.637	Using Social and Digital Media	3
AS.480.638	Utilizing Images: Media Literacy In Practice	3
AS.480.642	Corporate Social Responsibility Campaigns	3
AS.480.643	Branding and Advertising	3
AS.480.645	Health Literacy, Language and Culture	3
AS.480.646	Managerial Communication	3
AS.480.653	Communicating for Social Change	3
AS.480.654	Strategic Communication Program Management	3
AS.480.657	Introduction to Public Relations	3
AS.480.659	Risk and Crisis Communication	3
AS.480.660	Media Relations	3
AS.480.663	Integrated Marketing Communication	3
AS.480.665	Speech Writing	3
AS.480.668	Understanding Markets and Audiences	3
AS.480.675	Public Policy Management & Advocacy	3
AS.480.687	Intercultural Communication	3

Applied Research in COMMUNICATION

The concentration in applied research prepares students to: assess the research needs of a communication effort; design theory-based formative, process, and summative evaluation studies; execute quantitative and qualitative methods; analyze data using thematic, descriptive, and inferential approaches; and use results to plan and refine communication efforts. Students must complete at least three of the following electives:

Code	Title	Credits
AS.480.609	Applied Qualitative Research	3
AS.480.613	Communication Ethics in Action	3

AS.480.668 Understanding Markets and Audiences

AS.480.804 Practicum

AS.480.800 Thesis

Learning Outcomes

The Master of Arts in Communication aims to ensure that graduates can:

1. Explain social science communication theories and their role in developing effective messaging
2. Evaluate and summarize scientific communication research
3. Assess the effectiveness of communication messaging in diverse settings
4. Develop effective content that mirrors real-world communication needs