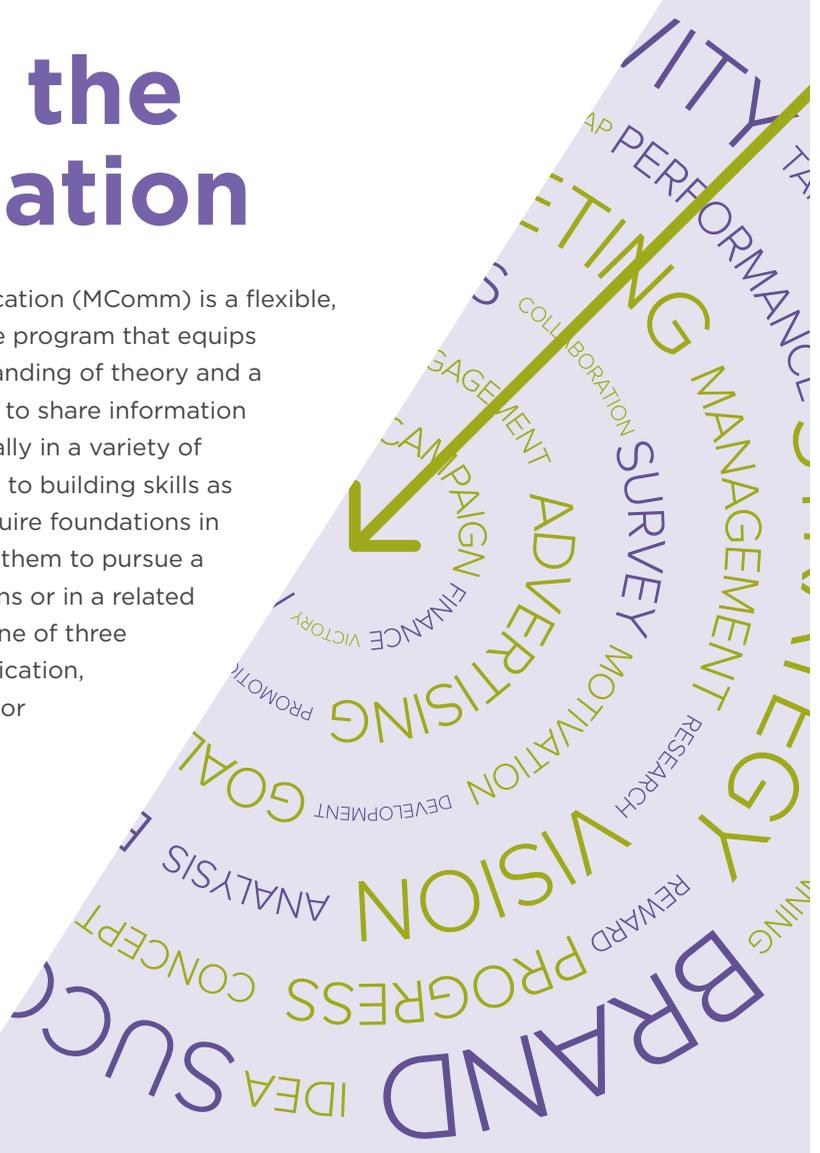


Master of Communication

Change the conversation

Chatham's Master of Communication (MComm) is a flexible, accelerated professional degree program that equips students with a strong understanding of theory and a thorough grounding in practice to share information persuasively, reliably, and ethically in a variety of contexts and media. In addition to building skills as practitioners, students also acquire foundations in research and theory that equip them to pursue a doctoral work in communications or in a related field. Students concentrate in one of three specializations: health communication, environmental communication, or strategic communication.

chatham.edu/MComm



The Master of Communication is a program within Chatham University's **SCHOOL OF ARTS, SCIENCE, AND BUSINESS**. Programs in the School of Arts, Science, and Business leverage Chatham's strengths in the liberal arts, business, communications, and the arts, and complement them with professional preparation that helps students prepare for their futures and the next steps in their professional and academic careers.

PROGRAM HIGHLIGHTS

- Earn a master's degree in one year
- Enjoy the increased flexibility of classes held on campus and online
- Benefit from small classes with faculty who bring real-world experience and projects into the classroom
- Environmental Communications courses include:
 - Environmental Communications
 - Introduction to Sustainability and Systems
 - Sustainable Behavior Change
- Healthcare Communications courses include:
 - Health Communications
 - Health Policy and Advocacy
 - Leadership for Change in Healthcare Organizations
- Strategic Communications courses include:
 - Organizational Communications
 - Strategic Communications
 - Media and Social Change

SAMPLE COURSES

COM525: Communications Research and Theory

Course provides an overview of the major theoretical and research developments in the communications discipline. The emphasis will be on the application of theory to practice and on applied research. Topics include quantitative and qualitative research methods, research ethics, and the history of development of communication theories.

COM528: Risk and Crisis Communications

Students acquire an understanding of crisis management and risk communication. Course topics include public opinion research, data collection and analysis, crisis and risk management theory, and communication tactics and strategies. Students develop case studies relating to their areas of professional interest.

COM625: Communications Campaigns

Students explore the use of communication campaigns to effect changes in attitude and behavior. Course prepares students to develop, implement, and assess strategic campaigns. Drawing on behavior theory and communication research and theory, students work on case studies and develop original campaigns employing multiple communication channels.

► chatham.edu/MComm/curriculum.cfm



OUTCOMES

As you can imagine, skilled communicators are needed in just about any industry and in every type of organization. From government agencies to non-profits to corporate environments, writers are tasked with delivering information in ways that move an organization's agenda forward.

Upon successful completion of the MComm, students will be able to discuss the role of media in prompting behavioral and attitudinal change; translate complex scientific terms and concepts into messages designed for the public; design measures that evaluate the success

of communications campaigns; design, plan, and implement communications campaigns; and understand and address ethical issues in professional communication.

Here are some of the positions that our graduates have held:

- Manager of Marketing & Engagement, Carnegie Museums of Pittsburgh
- Improvement Specialist, Center of Quality, Safety, & Innovation at UPMC
- Partner Operations Manager, Google



“Our accelerated program allows students to focus on what really matters to employers in the field. They develop practical, specialized, current skills that serve them well in health education, sustainable communication, social marketing, and many more careers.”

— KATHERINE CRUGER, PH.D., *program director*

**LEARN
MORE**

Chatham University
Office of Admission
Woodland Road
Pittsburgh, PA 15232
800-837-1290 or 412-365-1825
gradadmission@chatham.edu

chatham.edu/MComm

APPLICATION REQUIREMENTS

- A baccalaureate degree from an accredited college or university.
- Overall undergraduate grade point average (GPA) of 3.0 or above on a 4.0 scale. (Probationary admission may be granted for applicants with a GPA of less than a 3.0 who show promise through their other achievements)
- Completed application for admission
- Official transcripts from all colleges and universities attended
- Resume and/or additional supporting information on professional or volunteer activities
- Two letters of recommendation
- Admissions essay

APPLICATION DEADLINES

- Recommended for fall entry: July 1
- Recommended for spring entry: November 1

▶ **Apply online at chatham.edu/apply**

FUNDING OPPORTUNITIES

- Chatham University offers a 20% tuition reduction through its partnership with selected employers in the Pittsburgh area. Before you apply, visit chatham.edu/extendedbenefits to find out if you could qualify for this special offer.
- A limited number of research, special project, and teaching assistantships are available to help defray the cost of the tuition while also earning valuable, hands-on experience in the field. This assistantship is in the form of tuition remission and will reduce a student's final tuition bill. Please contact your admission counselor to learn more.