DUAL DEGREE COMMUNICATION STUDIES - M.A./M.B.A.

College of Communication and Information
School of Communication Studies
135 Taylor Hall
Kent Campus
330-672-2659
comm@kent.edu
www.kent.edu/comm

College of Business Administration
Business Administration Building
Kent Campus
330-672-2772
business.kent.edu

Description
The School of Communication Studies collaborates with the College of Business Administration to offer a M.A./M.B.A. dual degree program.

The M.A. Communication Studies/M.B.A. dual degree program is designed for students and professionals whose career goals focus on communication, particularly global communication and provides direction and leadership in economic and business development processes.

Fully Offered At:
- Kent Campus

Admission Requirements
Admission to the Master of Arts degree in Communication Studies:
- Official transcript(s)
- Three letters of recommendation
- TOEFL for international students
- Goal statement
- Sample of scholarly writing
- GRE scores are required only for applicants seeking graduate assistantships

For the full-time options: Admission to the full-time Master of Business Administration program is in the fall semester only.
- Official transcripts
- GMAT or GRE
- goal statement
- two-to-three letters of recommendation
- resume
- TOEFL, IELTS, MELAB or PTE, if applicable

For more information about graduate admissions, please visit the Graduate Studies website.

Program Learning Outcomes
Graduates of the Communication Studies and Business Administration MA/MBA dual degree program will be able to:

1. Develop and apply their specialized communication skill set to influence business in global markets.
2. Integrate knowledge of business practices and communication theory and research in the process of achieving educational and corporate goals.

M.A. Communication Studies/M.B.A. - Dual Degree Program
Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tr>
<td>ACCT 63037</td>
<td>FINANCIAL ACCOUNTING FOR Decision Making</td>
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<td>ACCT 63038</td>
<td>MANAGERIAL ACCOUNTING FOR Decision Making</td>
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<td>BAD 68051</td>
<td>BUSINESS PROFESSIONAL DEVELOPMENT I</td>
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<td>COMM 65000</td>
<td>FOUNDATIONS OF COMMUNICATION INQUIRY</td>
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<td>COMM 65552</td>
<td>THEORIES OF COMMUNICATION</td>
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<td>COMM 65851</td>
<td>ORGANIZATIONAL COMMUNICATION</td>
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<tr>
<td>COMM 65020</td>
<td>QUANTITATIVE RESEARCH METHODS IN COMMUNICATION</td>
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<tr>
<td>or MIS 64005</td>
<td>ANALYTICS FOR DECISION MAKING</td>
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<td>ECON 62021</td>
<td>GLOBAL CONDITIONS AND MACROECONOMIC POLICY</td>
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<td>ECON 62022</td>
<td>MANAGERIAL ECONOMICS</td>
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<td>FIN 66050</td>
<td>LAW AND ETHICS</td>
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<td>FIN 66060</td>
<td>MANAGERIAL FINANCE</td>
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<td>OPERATIONS, SERVICE AND SUPPLY CHAIN MANAGEMENT</td>
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<td>GLOBALIZATION AND TECHNOLOGY STRATEGY</td>
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<td>MIS 64185</td>
<td>BUSINESS STRATEGY</td>
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<td>MIS 64271</td>
<td>HUMAN RESOURCE MANAGEMENT</td>
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<td>MKTG 65051</td>
<td>MARKETING MANAGEMENT</td>
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<td>Business Elective</td>
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Communication Studies (COMM) Electives, choose from the following options: 18

Thesis Option
- COMM 60199 | THESIS I

Coursework Only Option
- Communication Studies (COMM) Electives

Project Option
- COMM 61198 | MASTERS PROJECT IN COMMUNICATION STUDIES

Internship Option
- COMM 64092 | MASTERS INTERNSHIP IN COMMUNICATION STUDIES

Minimum Total Credit Hours: 60