

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 the MA in Communication in the Krieger School of Arts and Sciences and an MBA through the Carey Business School. To pursue these dual degrees, students must apply and be accepted to both programs. Students who successfully complete the requirements for both degrees will receive two separate degrees.

Admissions Criteria for All Advanced Academic Programs (<https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/Admission/#admissionrequirementstext>)

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.

Requirements for applicants include:

- **Testing:** The MBA program may require 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, earning a B or better in each, with an overall GPA of 3.0 or higher.
- Holds a professional designation, such as CPA or CFA.
- **Statement of Purpose:** Please provide a statement, up to one page in length, describing your personal background and/or a part of your life experience that has shaped you or your goals. Feel free to elaborate on personal challenges and opportunities that have influenced your decision to pursue a graduate degree at Johns Hopkins.
- **Writing Sample:** Please go to the online application to download instructions for your writing sample.

Program Requirements

Students in the MA in Communication/MBA dual-degree program must complete 10 courses from the MA in Communication program and 18 courses from the MBA program.

From the MA in Communication program:

- One required core course
- Three customizable core courses
- Six electives

From the MBA program:

- Nine required two-credit core courses
- Nine two-credit electives

Program Requirements MA in Communication Curriculum

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 (6 courses)		18
Select six three-credit courses. Students may fulfill this requirement with any of the offered AS.480.xxx courses for which they meet the pre-requisites and enrollment criteria.		
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.

Code	Title	Credits
Core Courses - Required:		
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.121.610	Negotiation	2
BU.680.620	Operations Management	2
BU.510.601	Statistical Analysis	2
BU.150.620	Strategic Management	2
Electives (7 courses)		14
Select seven two-credit courses. Students may fulfill this requirement with any Carey courses for which they meet the prerequisites and enrollment criteria.		
Total Credits		36