

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 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. Program 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. They will also have access to the program’s 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/Admission/#admissionrequirements>)

PROGRAM-SPECIFIC REQUIREMENTS

In addition to the materials and credentials required for all programs, the MA in Communication program requires:

- **Resume**
- **Two Letters of Recommendation**
- **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 program must complete:

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

Code	Title	Credits
Core Course - Required:		3
AS.480.600	Research & Writing Methods	
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
<i>Choose from any of the offered AS.480.xxx courses</i>		
<i>The approved cross-listed course offering(s) may be taken for elective credit:</i>		
AS.410.705	Problem Solving and Innovation	
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 and media relations 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.480.605	Organizational Communication	
AS.480.613	Communication Ethics in Action	
AS.480.615	Introduction to Storytelling	
AS.480.624	Public Affairs Communication	
AS.480.629	Public Relations in the Age of Digital Influence	
AS.480.632	Digital Political Strategy	
AS.480.634	Journalism & Publishing in the Digital Age	
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	
AS.480.636	Web Writing and Content Strategy	
AS.480.638	Utilizing Images: Media Literacy In Practice	
AS.480.639	Advanced Social Media Management	
AS.480.642	Corporate Social Responsibility Campaigns	
AS.480.653	Communicating for Social Change	
AS.480.654	Strategic Communication Program Management	
AS.480.655	Censorship, Freedoms, and Communication Regulation	
AS.480.657	Introduction to Public Relations	
AS.480.658	Public Relations Writing	
AS.480.659	Risk and Crisis Communication	
AS.480.660	Media Relations	
AS.480.665	Speech Writing	
AS.480.668	Understanding Markets and Audiences	
AS.480.675	Public Policy Management & Advocacy	
AS.480.687	Intercultural Communication	

Political Communication

The concentration in political communication addresses issues from campaign strategies to writing speeches 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.480.609	Applied Qualitative Research	
AS.480.613	Communication Ethics in Action	
AS.480.615	Introduction to Storytelling	
AS.480.624	Public Affairs Communication	
AS.480.632	Digital Political Strategy	
AS.480.634	Journalism & Publishing in the Digital Age	
AS.480.637	Using Social and Digital Media	
AS.480.638	Utilizing Images: Media Literacy In Practice	
AS.480.653	Communicating for Social Change	
AS.480.654	Strategic Communication Program Management	
AS.480.655	Censorship, Freedoms, and Communication Regulation	
AS.480.659	Risk and Crisis Communication	
AS.480.660	Media Relations	
AS.480.662	Opinion Writing	
AS.480.665	Speech Writing	
AS.480.668	Understanding Markets and Audiences	
AS.480.675	Public Policy Management & Advocacy	

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.480.605	Organizational Communication	
AS.480.609	Applied Qualitative Research	
AS.480.613	Communication Ethics in Action	
AS.480.615	Introduction to Storytelling	
AS.480.638	Utilizing Images: Media Literacy In Practice	
AS.480.640	Health Communication	
AS.480.645	Health Literacy, Language and Culture	
AS.480.646	Managerial Communication	
AS.480.655	Censorship, Freedoms, and Communication Regulation	
AS.480.659	Risk and Crisis Communication	
AS.480.660	Media Relations	
AS.480.662	Opinion Writing	
AS.480.668	Understanding Markets and Audiences	
AS.480.675	Public Policy Management & Advocacy	

AS.480.682 Health Psychology & Behavior Change

AS.480.686 Entertainment-Education

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.480.613	Communication Ethics in Action	
AS.480.615	Introduction to Storytelling	
AS.480.624	Public Affairs Communication	
AS.480.629	Public Relations in the Age of Digital Influence	
AS.480.632	Digital Political Strategy	
AS.480.634	Journalism & Publishing in the Digital Age	
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	
AS.480.636	Web Writing and Content Strategy	
AS.480.637	Using Social and Digital Media	
AS.480.638	Utilizing Images: Media Literacy In Practice	
AS.480.639	Advanced Social Media Management	
AS.480.655	Censorship, Freedoms, and Communication Regulation	
AS.480.660	Media Relations	
AS.480.663	Integrated Marketing Communication	
AS.480.668	Understanding Markets and Audiences	
AS.480.675	Public Policy Management & Advocacy	
AS.480.680	Nonfiction Filmmaking	
AS.480.686	Entertainment-Education	

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.480.605	Organizational Communication	
AS.480.609	Applied Qualitative Research	
AS.480.613	Communication Ethics in Action	
AS.480.615	Introduction to Storytelling	
AS.480.624	Public Affairs Communication	
AS.480.629	Public Relations in the Age of Digital Influence	
AS.480.635	Communication.org:Not-for-Profits in the Digital Age	
AS.480.636	Web Writing and Content Strategy	
AS.480.637	Using Social and Digital Media	
AS.480.638	Utilizing Images: Media Literacy In Practice	
AS.480.639	Advanced Social Media Management	

AS.480.642	Corporate Social Responsibility Campaigns
AS.480.643	Branding and Advertising
AS.480.646	Managerial Communication
AS.480.653	Communicating for Social Change
AS.480.654	Strategic Communication Program Management
AS.480.655	Censorship, Freedoms, and Communication Regulation
AS.480.657	Introduction to Public Relations
AS.480.658	Public Relations Writing
AS.480.659	Risk and Crisis Communication
AS.480.660	Media Relations
AS.480.663	Integrated Marketing Communication
AS.480.668	Understanding Markets and Audiences
AS.480.687	Intercultural Communication

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 communication research 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	
AS.480.613	Communication Ethics in Action	
AS.480.668	Understanding Markets and Audiences	
AS.480.800	Thesis	
AS.480.804	Practicum	

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