

# Master in Management Communication Management

## Master in Management – Communication Management (MMCM)

The master in management – communication management (MMCM) program prepares professionals to design, plan, manage, and monitor communication channels in an organization. Its rigorous curriculum and applied practice through real-life case studies, internships, campaigns, specialized industry projects, and in-class simulations provides students the skills, tools, and applications to create an optimal communication environment with ethics and social responsibility as core components.

### Program Details

- Based on intensive industry research and the most recent theories in the fields of management and communication.
- Focused on in-depth day-to-day managerial operation within a sport management context.
- Enriched by hands-on experience.
- Applied internship or similar experience required.
- Students have the potential to complete their degree within one year.
- Allows credit for life experience (subject to approval).

## MMCM – Career Opportunities

*Management and communication skills gained through an MMCM program prepares students for leadership, managerial, and supervisory roles as well as entrepreneurial efforts. Career opportunities include, but are not limited to:*

- Business owners
- Presidents
- CEOs
- Social media managers
- Program directors
- Communication managers
- Human resource managers
- Advertising managers
- Public relations managers
- General operations managers
- Sales managers
- Training and development managers
- Communication facilitators
- Crisis management roles

### Graduate Admission Information

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### Program Information

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## MMCM – Program Learning Outcomes

- Provide an optimal communication environment for an organization through the mastery of communication skills, tools, and applications.
- Create two-way communication channels between employees and management.
- Identify and remove communication barriers facilitating communication between and within departments.
- Apply excellent moral character and professional ethics to the practices and decision making of an organization.
- Communicate effectively through writing, speaking, listening, and electronic media in a global business landscape.
- Use the language of business coupled with interpersonal and communication skills to lead organizational groups in a physical or virtual presence.
- Critically evaluate, analyze, and interpret information concerning human, intellectual, technological, and material resources to solve problems and make business decisions in structured and non-structured environments.
- Exhibit a rigorous understanding of core business operations reflecting an integration of functional perspectives.
- Improve group/team effectiveness through sound leadership, operations, and interpersonal communication skills.
- Utilize methods that foster innovation in organizations and respond effectively to new circumstances, enabling organizations to realize the impact on products and processes.
- Acquire and utilize knowledge of behavioral, policy, and strategic issues to improve the effectiveness of the organization.

## MMCM – Curriculum

*Master in Management - Communication Management (MMCM) - (30 credits)*

*Each of the following courses are three credits.*

- BUS/COM 602: Financial Decision Making
- BUS 620: Managing the Business Culture OR BUS 647: Stakeholder Engagement
- BUS 665: Analytics for the Business Environment
- BUS 668: Innovation and Change Management
- COM 605: Managerial Communication
- COM 620: Intercultural Communication
- COM 622: Global Business Communication OR COM 630: Effective Professional Communication
- COM 635: Integrated Marketing Communication
- COM 640: Public Relations
- GRAD 686: Field Experience Capstone Seminar

## MMCM – Admission Requirements

- Bachelor's degree from a regionally accredited or domestically recognized international institution of higher education – official transcript required.
- Minimum undergraduate cumulative grade point average of 2.75 on a 4.0 scale.
- Formal application and three letters of recommendation attesting to the applicant's ability to successfully complete a graduate degree.
- Personal statement of objectives for pursuit of this degree.
- Demonstrate writing competency through the application process.
- Program application fee.
- Approval by Graduate Admission Committee.