

# COMM



**DIEDERICH**  
College of Communication

MARQUETTE UNIVERSITY

# MARQUETTE + YOU



At Marquette, you'll learn to harness the awesome power of words and images. And because you've chosen a Catholic, Jesuit university, you'll also learn to apply them responsibly and ethically — it's communication for the greater good.

**CREATE +**  
new  
paths for  
constructive  
dialogue.

**+ EVOLVE**  
ideas  
into  
action.

**ADVOCATE +**  
for the  
greater  
good.

**+ PROVIDE**  
a voice  
for the  
voiceless.

**+  
BE THE DIFFERENCE.**



A woman with dark braids is shown in profile, focused on a computer monitor. She is using a stylus to interact with the screen, which displays a vibrant, stylized graphic of a face with large, colorful eyes. The background is a blurred classroom or office environment with other people. A large yellow graphic element is on the right side of the image.

**COMMUNICATION**  
is far more than the  
delivery of information.

It's the ability to  
establish a meaningful  
**CONNECTION.**

One that can  
**INFORM, INFLUENCE  
AND INSPIRE.**





**At Marquette, communication  
starts with connection.  
WHERE IT LEADS IS UP TO YOU.**



# FLEXIBILITY + CHOICES

Communication is a rapidly expanding and constantly evolving field — and the careers within it are just as exciting and diverse. At Marquette's J. William and Mary Diederich College of Communication, our goal is to help you discover your place and your passions. You'll have the freedom to choose from a variety of majors and minors, the time to explore curriculum options and career tracks, and the opportunity to test-drive the latest technologies and techniques. We give you the flexibility to find your path — and the promising future that lies ahead.

## MAJORS

ADVERTISING

COMMUNICATION  
STUDIES

CORPORATE  
COMMUNICATION

DIGITAL MEDIA

JOURNALISM

MEDIA STUDIES

PUBLIC RELATIONS

THEATRE ARTS

## MINORS

ADVERTISING

COMMUNICATION STUDIES

CORPORATE COMMUNICATION

DANCE

DIGITAL MEDIA

FAMILY STUDIES

FILM

FINE ARTS (*Graphic Design or Studio Art*)

MUSIC

PUBLIC RELATIONS

THEATRE ARTS



## MINOR DEGREE. MAJOR ADVANTAGE.

Because intellectual depth is always a good thing, communication students are required to add a minor (or a second major) from within our college or another Marquette program. Explore your interests, follow your passions, and count on your adviser and the associate dean to help design the ideal path.



## BACHELOR'S



## MASTER'S



## FIVE YEARS

At Marquette, you can accomplish more in less time, by earning both a bachelor's and master's degree in just five years. Your track begins with any of our eight majors and continues by taking nine to 12 hours of graduate-level courses your senior year, then completing the remaining master's requirements during your fifth and final year. Now that's time well spent.



# EXPERTISE + CREATIVITY

From day one, you'll engage with nationally recognized faculty whose knowledge and insights are matched only by their eagerness to help you discover your interests and talents. Immerse yourself in hands-on environments where you can apply your creativity and strategic thinking and build your portfolio. And as your skills grow, so do the opportunities — from managing our media outlets to collaborating with successful professionals in your field. At Marquette, the expertise and experiences are always ready, waiting and worthwhile.

## + LEARN FROM THE PROS.

Our Comm instructors aren't just engaged and award-winning; many are also career professionals. They serve as adjunct faculty, guest speakers and mentors to enhance your classroom experience with valuable insights, anecdotes and connections. Around here, those who can — teach.

## LEARN TO LEAD WITH INTEGRITY™

**LEADERSHAPE®** brings together communication, engineering and business students on community projects requiring their collective talents and expertise. Students cooperate, collaborate and develop solutions, gaining valuable insights and leadership abilities along the way.



Marquette is the only university in the country making sophisticated virtual-set technology available to students starting their freshman year.





# COMMUNITY + OPPORTUNITY

Preparing for a career in communication means making the most of every opportunity — and at Marquette, you'll find them everywhere. Just outside your lecture hall is downtown Milwaukee, a city brimming with prospects and possibilities. From engaging with professional mentors and exploring career paths to gaining valuable experience and making a positive difference in the community, incredible opportunities are waiting, literally at your doorstep. All you have to do is take the first step.



## FISERV FORUM

Home of the Milwaukee Bucks and our own Marquette Golden Eagles basketball, this 714,000-square-foot arena is the centerpiece of a world-class sports and entertainment district in the heart of downtown.



# A CITY FULL OF POSSIBILITIES

Our location gives you access to internships with an impressive lineup of Fortune 500 companies, award-winning newspapers, major broadcast outlets and nonprofit groups. MillerCoors, the Milwaukee Brewers, Harley-Davidson? Been there, interned that.

## DOWNTOWN MILWAUKEE

Where you'll find eclectic shops, unique restaurants, fun diversions — and more than a few career opportunities.

## HISTORIC THIRD WARD

Once the city's warehouse district, now a happening hub of restaurants, spas, theatres, galleries and an absolutely awesome Public Market.

## LAKE MICHIGAN

A great lakeshore on a Great Lake, home to parks, beaches, boat tours, the Milwaukee Art Museum and Summerfest, the world's largest music festival.





# INNOVATION + PASSION

The future of communication is intertwined with invention and rocketing forward at tremendous speed. It's not enough to keep pace — you need the ability to ride this wave and harness its potential. We've made innovation an integral part of our curriculum, putting the latest tools and technology at your fingertips. Starting your first year, you're invited to access them all, to experiment, explore and discover. By embracing these resources, you embrace the possibilities, creating communication that pioneers, resonates and influences.

## BLACK BOX STUDIO



## PRIVATE EDITING SUITES



## HIGH-END WORK STATIONS FOR DESIGN, MOTION GRAPHICS AND 3-D MODELING



## PROFESSIONAL CAMERAS, AUDIO AND LIGHTING EQUIPMENT FOR FIELD PRODUCTION



The Wakerly is  
a place where  
innovation and  
creativity happen on  
a daily — and often  
hourly — basis.



+

- EMERGING TECHNOLOGY
- 3-D PRINTING
- VIRTUAL REALITY
- DRONES
- 360-DEGREE VIDEO

**LEARN.  
EXPLORE.  
EXCEL.**

The **WAKERLY MEDIA LAB**  
is your space to discover,  
experiment, collaborate  
and create.





# CONNECTION + PROFESSION

The ultimate purpose of your college education is achieving a fulfilling career after graduation. At Marquette, we constantly work toward that goal with you, offering connections in and out of the classroom that will help you achieve it. Pairing your skills with knowledge. Your passions with worthy projects. Your talents with advanced technology. Your professional interests with engaged alumni and exciting opportunities. If you're ready to connect to your future, you're ready for the College of Communication.



Through the **DIEDERICH EXPERIENCE**, you can engage with alumni across the country who work in your specific area of interest. Build your network, discover opportunities, and get excellent insight and advice that will get you wherever you want to go.



## OUR ALUMNI MAKE THE BEST GUIDES.

Our formal Mentor Program pairs students with Marquette alumni in the field — both locally and across the country. Gain insight into career choices, get tips on job searches, fine-tune your networking skills — and hit the ground running after graduation.

## WHERE OUR GRADS FIND A FUTURE.

### ADVERTISING:

Chicago White Sox  
Cramer-Krasselt  
Entertainment Tonight  
Facebook  
FCB  
Google  
Laughlin Constable  
Leo Burnett  
Microsoft  
Ogilvy & Mather  
Walt Disney World

### COMMUNICATION STUDIES:

Accenture  
Johnson Controls  
MillerCoors  
Northwestern Mutual  
Financial Network  
SBC Communications  
Schwarz Pharma

### CORPORATE COMMUNICATION:

Adecco  
Bader Rutter  
Charleston Orwig  
Edelman  
Harley-Davidson  
Indiana Chamber of Commerce  
ING  
Kohl's  
Northwestern Mutual  
OMD

### DIGITAL MEDIA:

Cinespace Chicago Film Studios  
CNN  
The Daily Show  
Dreamworks  
E! Entertainment Television  
ESPN  
Geiger Post Production  
NBC  
Plum Media  
Saban

### JOURNALISM:

*The Baltimore Sun*  
*Esquire* (New York)  
NPR  
*San Diego Union Tribune*  
*The Seattle Times*  
WABC-TV (New York)  
WISN-TV (Milwaukee)

### MEDIA STUDIES:

Graduate School  
Law School  
Research Firms

### PUBLIC RELATIONS:

Bader Rutter  
Burson-Marsteller  
Children's Hospital of Wisconsin  
Cramer-Krasselt  
Edelman  
Golin Harris  
Kohl's  
Laughlin Constable  
Northwestern Mutual  
Ogilvy Public Relations  
Weber Shandwick

### THEATRE ARTS:

20th Century Fox  
Broadway  
Carnegie Mellon University  
Cleveland Playhouse  
Contemporary American Theatre Festival  
Disney Television  
Dreamworks  
NYU Tisch School of the Arts  
Roundabout Theatre  
The Second City  
Steppenwolf  
Warner Brothers Television  
Yale School of Drama



# EXPERIENCE + ENTHUSIASM

Johnston Hall is one of the most historic buildings on campus, but inside it's home to some of the country's most cutting-edge technology— sophisticated enough to make any news organization envious. We're preparing you to be an agile communicator in a technologically advanced world, so we're putting you in that world right away. And by right away, we mean starting your freshman year.



## NERVE CENTER

It all starts here. The Marquette Wire newsroom is a 1,500-square-foot, high-energy hub of new technology and integrated content production that is fueled by student creativity and inquiry.

## THE MARQUETTE WIRE

Our student media organization is an integrated, modern newsroom that spans every medium, from a college-run newspaper, magazine, radio and TV station to a full range of digital services. As a student, you can host your own radio show, head up a TV production, or work as a newscaster or reporter. Or, use our resources to create something completely original. The only limit is your imagination. So really, no limits at all.







**+ MISSION CONTROL**

Connected to both Studio 7, our main broadcast studio, and Studio 6, our virtual studio, the audio and video TV control room is where you can call the shots on both live and recorded broadcasts.

**+ SPEAK UP**

Up to 120 students volunteer as DJs on Marquette Radio, so get behind the controls or join on one of the many microphones. The spacious studio can accommodate live programs and podcasts.



**+ REALLY VIRTUAL**

Make your experience real in Studio 6, our virtual studio, complete with a robotic camera, high-capacity graphics generator, custom-made virtual sets and you — just about anywhere you can imagine yourself.



# MAJORS + MEANING

In any industry, culture or situation, communication is the most essential skill. Within your major, you'll hone your skills and learn to navigate the field of communication in a complex, technological and multicultural world. You will become an ethical communicator, prepared to speak for those without a voice — with the vision and wisdom to know what to say.

**+** Our curriculum features courses that examine ethics in all fields of communication.

## ADVERTISING

Advertising in the 21st century demands creative thinkers who are immersed in culture and willing to take risks to develop powerful brands that move seamlessly across multiple platforms. It is a process that requires a combination of art and science, psychology and analytics. Advertising majors learn the value of strategic thinking that leverages consumer insight, savvy media placement that requires deep data knowledge, and creative ideation that inspires fluent executions. Our students become culturally confident, capable of building great brands. Our graduates leave Marquette equipped with the skills and flexibility to thrive in the ever-changing world of advertising.

### POSSIBLE CAREERS:

Brand Planner | Graphic Designer | Media Strategist

## CORPORATE COMMUNICATION

The organizations, businesses and government agencies that shape and drive today's global markets play vital roles that depend on clear, effective, influential communication — precisely the skill set gained as a corporate communication major. You'll learn to evaluate needs and develop appropriate strategies and tactics. Develop the skills to establish a distinct identity, culture and vision in an information-saturated world. And make yourself a voice for responsible corporate citizenship, building on our Jesuit tradition of social justice. As one of only a few universities offering this major, Marquette puts you on the leading edge.

### POSSIBLE CAREERS:

Corporate Communication Manager | Financial Communication and Investor Relations | Corporate-Government Relations

## PUBLIC RELATIONS

How well any organization thrives is driven by how well its mission and actions are understood — and how skillfully it navigates the challenges and opportunities of a 24/7 news cycle and evolving media environment. As a Marquette public relations major, you'll develop the skills and competencies to chart your own path. Our students learn how to help organizations define and manage their public image and positively influence business practices, while applying integrated approaches using current technology. As a public relations practitioner, you can lead the way as you manage crises, solve social issues, and improve the quality of life within organizations and for society as a whole.

### POSSIBLE CAREERS:

Community Relations Specialist | Public Affairs Official | Social Media Specialist



## RIDE FOR THE ARTS, WORK FOR A CAUSE.

As a student, you'll get the chance to apply your skills to a variety of causes. Recently, public relations majors created comprehensive campaigns supporting Ride for the Arts, the United Performing Arts Fund's keystone fundraising event. Relevant experience, working with a real client — and making a real difference.





## COMMUNICATION STUDIES

Effective communication is the cornerstone of any human activity. It guides individual and group decisions and shapes futures — and as a Marquette communication studies major, you'll gain the skills to harness this potential. In our program, you'll examine the theories behind human interaction. Hone your ability to lead, organize, motivate and communicate. Learn to apply theories, concepts and skills related to human communication and develop competence in communication interactions. You'll gain a diverse combination of knowledge and flexibility, enabling you to excel at any form of communication and apply it to a variety of opportunities, causes and career paths.

### POSSIBLE CAREERS:

Counselor | Fundraiser | Training and Development Coordinator

## JOURNALISM

In its best and purest form, journalism can have a dramatic, positive impact that continues to shape and influence an audience long after a story appears. At Marquette, journalism majors become socially responsible professionals who produce stories based upon reliable sources and data, write with passion and accuracy, and support the people's right to know. You'll develop strong writing, reporting and editing skills. Gather, synthesize and present information through a variety of techniques and platforms. And publish stories that illuminate issues, affect public opinion — and change lives for the better. At Marquette, you'll learn how to practice Journalism That Matters.

### POSSIBLE CAREERS:

Managing Editor | Multimedia Journalist | Reporter

## MEDIA STUDIES

The rapid expansion and evolution of modern media presents both a challenge and a question: Is it a force for positive change, or a threat to accuracy and trust? The ability to monitor and examine the role of media in our society is the focus of Marquette's media studies major. You'll gain the theoretical and methodological background to excel as a media scholar and critic, engage in analysis to assess media practices and messages, study media's impact on perceptions, social justice issues and public policy, and serve as a guiding force for responsible communication practices in a variety of organizations and industries.

### POSSIBLE CAREERS:

Attorney | Researcher | University Professor



## PUTTING A PUBLIC SERVICE IDEA INTO ACTION.

Every year, we host several professional journalists as part of the **O'BRIEN FELLOWSHIP IN PUBLIC SERVICE JOURNALISM**.

You'll have the opportunity to work directly with the O'Brien Fellows as a research assistant or investigative reporter on stories with the potential to drive action and improve lives. You may even be invited back to their newsrooms for a summer internship. Past internships have included positions at *The Seattle Times*, *Pittsburgh Post-Gazette* and *Milwaukee Journal Sentinel*.



## GET EXPERIENCE WHILE MAKING A DIFFERENCE.

The campus-based **MILWAUKEE NEIGHBORHOOD NEWS SERVICE (NNS)** gives you the opportunity to report on issues that matter to the central city. Local, regional and national media outlets frequently pick up these stories, audio and photography.





## DIGITAL MEDIA

Whatever the medium, professionals in the field of digital media play major roles in shaping the way we view the world. As a digital media major, you'll be prepared to excel as an ethical, innovative media producer and creative professional. Opportunities exist in commercial radio and television, documentary and narrative filmmaking, public broadcasting, corporate media and associated emergent technology industries. Courses emphasize the hands-on use of equipment, and students have access to recently renovated studios, video editing suites, industry-standard creative software and professional production equipment. Students will acquire a broad understanding of media history, theory and practice as they critically examine the role of digital media in a global world.

### POSSIBLE CAREERS:

[Production Coordinator](#) | [Screenwriter](#) | [Videographer](#)

## THEATRE ARTS

With its endless variety of genres and formats, theatre is one of the most versatile forms of artistic expression — and at Marquette, we have a major to match. In our NAST-accredited (National Association of Schools of Theatre) program, students choose from a diverse selection of courses, create costumes and characters, design and build stage sets, collaborate with guest actors, directors and designers, and engage in film and stage productions, starting their very first year. Whether your future role is in front of the audience or behind the scenes, you will be ready to entertain, manage, educate and embark on a meaningful career.

### POSSIBLE CAREERS:

[Actor](#) | [Costume Designer](#) | [Scenic Designer](#) | [Production Manager](#)



## PERFORMING ON STAGE FOR POWERFUL CHANGE.

Our Theatre Arts program features performances that range from classics to contemporary pieces, including musicals, comedies, children's theatre, dramas and experimental theatre. But one vital aspect never changes: Every season, one featured show always highlights the theme of social justice.





# CONTACT + ANSWERS

Questions, comments,  
want to discover more?  
Connect with us.

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**DIEDERICH COLLEGE OF COMMUNICATION**

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**BE THE DIFFERENCE.**

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Marquette University, in accordance with its Jesuit tradition and Guiding Values, is committed to fostering a diverse community of outstanding faculty, staff, and students, as well as ensuring equal educational opportunity, employment, and access to services, programs, and activities, without regard to an individual's race, color, national origin, religion, age, disability, sex, gender identity/expression, sexual orientation, marital status, pregnancy, predisposing genetic characteristic, or military status. Employees, students, applicants or other members of the University community (including but not limited to vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law, or treated adversely or retaliated against based upon a protected characteristic.

The University's policy as well as federal and state laws and regulations prohibit unlawful discrimination and harassment. These laws include the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964 as Amended by the Equal Employment Opportunity Act of 1972. These laws prohibit discrimination and harassment, including sexual harassment and sexual violence.

If you feel that you have been subjected to sexual harassment, discrimination or sexual misconduct, please contact Kristen Kreple, Title IX Coordinator: Alumni Memorial Union, Room 437, P.O. Box 1881, Milwaukee, WI 53201-1881, (414) 288-3151, [kristen.kreple@marquette.edu](mailto:kristen.kreple@marquette.edu), or Office for Civil Rights: 500 W. Madison Street, Suite 1475, Chicago, IL 60661-4544, (312) 730-1560. To read the entire Marquette University Non-discrimination Statement, visit [marquette.edu/nondiscrimination](http://marquette.edu/nondiscrimination).