



Dual Degree Master of Arts in Corporate Communication

A Comprehensive Degree With A Global Perspective

DUAL DEGREE MASTER OF ARTS IN CORPORATE COMMUNICATION MARQUETTE UNIVERSITY & COPENHAGEN BUSINESS SCHOOL

A double degree program involves studying towards two university degrees in parallel at two internationally acclaimed institutions and completing them in the time that it would take to earn one degree. Students satisfy degree requirements of both institutions. Students receive two full degrees.

Dual degree programs are the cutting edge of internationalization of higher education institutions led by aspirational institutions such as UW-Madison and Georgetown University.

The past decade have seen the rise of the Chief Communication Officer whose responsibility is to oversee all communication functions of a large-scale global organization. There is considerable demand for professionals who have a strong background in communication and leadership, the business acumen to ensure an appropriate return on investment for communication efforts and a global perspective allowing them to succeed adapt to an every-changing corporate landscape. To date, few programs are in place to prepare professionals for this type of role.

Of those institutions offering dual degree programs approximately 47% are in business, 39% in engineering and 26% in the social sciences (IIE, 2011).

Marquette's program will stand out as unique and groundbreaking in the field of communication. Preparing graduates with a comprehensive understanding of the cultural nuances relevant to corporate communication is an extraordinarily innovative solution to a growing need amongst large global corporations.

The MA in Corporate Communication will intentionally integrate advanced communication theory and practice, advanced business education and international collaboration. It will include topics such as Organizational Communication, Finance, International Business and Communication, Corporate advocacy, & Organizational leadership.

MILESTONES

NEXT STEP OBJECTIVES INCLUDE:

1. Engage alumni and corporate partners to conduct market research that will allow us to fine-tune our focus.
2. Cultivate a deeper relationship with Copenhagen Business School
3. Collaborate with faculty in Corporate Communication and Management to develop program requirements, curriculum and policies
4. Creation of a classroom space that will allow for team teaching between MU and CBS faculty through the use of web-based tools



ABOUT OUR TEAM

Sarah B. Feldner – Coordinate overall program; course and curriculum development

Jeanne Simmons – Develop MA proposal documents for university

Terence Miller – Assist with international agreements

BEYOND BOUNDARIES Pursuit of Academic Excellence and Human Well-being

- Unique program that joins Communication with Business
- Creation of a destination program that will grow our national reputation and international presence.
- A shared commitment to develop student abilities as ethical leaders with an understanding of corporate social responsibility.



SCAN QR CODE FOR COPENHAGEN
BUSINESS SCHOOL WEBPAGE