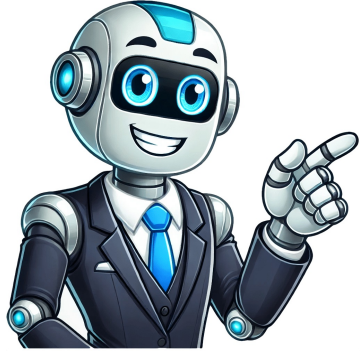


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Communications masters programs

Courses in communication allow students to hone several skills which are invaluable in the modern workplace. This concentration allows for the student to choose from a variety of career options after completing the program from many different industries.In all, there are over 4000 Higher Education Institutions in Europe offering a wide range of courses at Bachelor, Masters and Doctorate level. With more and more of these organizations offering English as the language of education for at least some of their degree programs, universities in Europe are now of higher quality than ever before. Universities in Europe offer a friendly welcome to foreign students and to give a course of knowledge that meets their profession needs in today's global demand.Page 2Universidad Carlos III de MadridBest programs for youAnswer a few questions and we'll match you with programs!University of Birmingham (UOB)Birmingham, United KingdomMacromedia University of Applied SciencesMunich, GermanyBerlin, Germany Vilnius Gediminas Technical UniversityVilnius, LithuaniaLithuaniaIstituto Séneca - Centro Internacional de PostgradoELISAVA Barcelona School of Design and EngineeringBarcelona, SpainMadrid, SpainHanze University of Applied Sciences, GroningenUniversit  Catolica del Sacro CuoreISEB - Instituto Superior Europeo de BarcelonaThe American College of Greece Master in Communication degrees are available under various qualification titles, including MA (Master of Arts) and MSc (Master of Science), as well as the less common MComm. This will already give you an idea of how programs vary - an MA in Communication is likely to be related to arts/r side of fields such as media and journalism, while an MSc is typically more focused on the theoretical and research aspects of modern communication. However, while courses will vary in emphasis, all general Master of Communication degrees are likely to cover key aspects of communication theory, research methodology and practice. Students should receive a comprehensive grounding in the subject, develop their own communication skills, and explore different contexts for communication - such as culture, multimedia and business. Every course structure will vary, but you are likely to study such topics as communication theory and research methods, cognitive processes, creative expressions, statistics, and media and culture. Courses may last one or two years, depending on the country in which you study, and whether you choose to study full- or part-time. Your final module in an MA is likely to be either a dissertation or a portfolio, allowing you to combine the skills and knowledge you've gained so far and possibly produce work which could help you impress potential employers when applying for careers in communications. In an MSc you may complete a research project or thesis. Entry requirements While a bachelor's degree in communication would be beneficial, this is not essential to gain entry to a Masters in Communication course. Lots of universities are happy to consider graduates from any degree discipline, while others might specify that they would prefer you to have previously studied a similar or relevant subject - such as media, journalism, information technology or film studies. Communication is a broad subject, with plenty of scope for specialization. If you know where you're headed, you may choose to enroll in a program dedicated to that area of communication - such as a Masters in Advertising, Masters in Marketing, Masters in Public Relations (PR), Masters in Journalism, or Masters in Corporate Communications. Likewise, there are many dedicated programs available in specific media, such as radio, film, TV, online or print media. Below are some of the most popular specializations you may be interested in, either as a dedicated degree or as part of a course module within a general Masters in Communication: Journalism Although a Masters in Communication and Journalism will not give you a professional journalism qualification, it will equip you with a thorough knowledge, often on a global scale, of how to become an innovative communicator in the evolving media industry. These courses are also likely to include practical learning opportunities, such as internships, giving you a chance to build up a strong portfolio. Political communication If you are interested in acquiring an in-depth understanding of the role of communication in political aspects of life, then this specialization could be for you. You'll examine how changes in the media and technology sectors are impacting on political communications, develop relevant research skills, and consider communication strategies across a variety of political groups - from governments and political parties, to campaign groups and NGOs. Public relations (PR) This specialization is often paired with corporate communications, as the two are closely interlinked, but is also available as a separate course module or entire degree program. This is your chance to develop the wide range of communication skills and knowledge needed to effectively manage the reputation of a company, brand, product or individual. You'll learn about media relations, campaign planning, cultural contexts and contemporary issues, and the growing range of tools and platforms available to spread your message. Corporate communication In this specialization, you will learn about communication from a strategic, managerial and critical approach. You'll study best practices when communicating with employees and company stakeholders, as well as clients and other external audiences. You may cover the specific challenges involved in global corporate communications, and gain a strong understanding of the technologies and tools available to plan, implement and assess communications. Advertising and marketing Accounting for another major segment of careers in communications, the fields of advertising and marketing are often studied alongside one another. You'll learn about marketing strategy and campaign planning; how to analyze and segment target markets; how to assess brand reach and buyer behavior; and how to create and track effective campaigns for specific products and audiences. A Masters in Communication will equip you for a variety of specialized careers in communications, and strong communication skills are also highly valued across a wide range of professional roles. Here are some careers in communications you might consider as a Master of Communication graduate: Journalism Journalism is an exciting yet competitive career sector, which will allow you to use the strong communication skills gained during your course to write entertaining and engaging content for newspapers, magazines or, increasingly, online media. A specific qualification in journalism is not essential, but may be beneficial. If you choose to specialize in journalism within your communication course, then you will likely be encouraged to build your experience by writing a blog, writing for websites or other publishers, and undertaking a work experience placement. Marketing/advertising copywriter If you've got a knack for writing persuasively, you may be headed for a career in marketing and advertising, perhaps as a copywriter. Advertising copywriters work closely with other creative professionals to develop advertising campaigns for a specific product or service, with the copywriter's role being to focus on the linguistic content. As with careers in journalism, you should try and gain as much relevant experience as possible before graduation, building up a strong portfolio to present to prospective employers. Media planner Media planners ascertain which media platforms would best advertise a client's brand or product. They work within advertising agencies or media planning and buying agencies, using a variety of media to maximize their impact. In this role, you'd mix your creative thinking with the factual analysis skills gained during your degree to develop strategies to ensure campaigns reach their target audiences as effectively as possible. Public relations officer As a public relations (PR) officer you would need to apply what you have learned about the multimedia industry to successfully maintain and strengthen your client's positive reputation. PR officers use a wide range of media and communication channels to maintain understanding and goodwill between the organization and its target audience. This may well include social media, which has grown in importance in recent years, and you may have had the opportunity to specialize in social media communications during your course. Digital marketing careers This exciting and fast-moving sector involves using multiple communication strategies, which you are likely to have studied during your degree. This can range from mobile marketing, to search engine optimization (SEO), pay per click (PPC) advertising, and social media. If you're addicted to online communications, there are now many careers out there which would enable you to get paid to tweet! This ties in closely to PR, as companies are anxious to retain a positive reputation through the way they interact with their customers in the digital world. Communication is central to all aspects of society, from the political realm to health care and the corporate sphere. Graduates of master's in communication programs are prepared to craft and mediate important communications between corporations, between the government and the public, between organizations and their members, between companies and their employees, and between companies and consumers. MastersinCommunications.com, provides students interested in master's in communication programs, including master's in communication studies, strategic communication, health communication, corporate and organizational communication, and political communication, with the academic and career information they need to make informed decisions about their graduate education. Graduates of master's in communication programs are prepared to excel in a wide variety of roles. Examples include corporate communication specialists, policy advocates, grant writers, journalists, public relations specialists, medical and health writers, marketing researchers, community college professors, and more. In addition, these programs can prepare students for doctoral studies in communication studies which can lead to additional career opportunities in academia. Graduate Programs in Communication For students who are interested in advancing their career in communication, either as a scholar in academia or as a professional in a corporate or non-profit setting, graduate programs in communication are available as master's programs, doctorate programs, and certificate programs. Each of these options is suitable for different individuals depending on their professional goals, academic interests, previous degrees and work experience, and availability. Master's Programs in Communication are ideal for individuals who hold a bachelor's degree from an accredited institution, and who either want to complete a master's degree for advancement in their profession, or to prepare for a doctorate program in communication or a related field. Master's in communication programs are the most common graduate program in the field of communication, and there are also an increasing number of online and hybrid master's in communication programs to accommodate professionals who are interested in earning their degree online while still working full-time or part-time. Doctorate Programs in Communication are for people who wish to conduct research in the field of communication to eventually enter a position of advanced academic research or pedagogy. While most doctorate programs in communication require a master's degree for admission, there are some programs that offer a Master's/Ph.D. track that accept students who have completed their baccalaureate degree. Typically, these programs are designed for students to earn both their master's and Ph.D. and, hence, may not offer a terminal master's option. In addition, doctorate programs are offered almost exclusively on-campus. Doctorate programs also culminate in a dissertation that represents students' ability to conduct an advanced research endeavor that adds insight to the field of communication. Graduate Certificate Programs in Communication are a strong choice for individuals who do not want to pursue a full master's program, but who wish to advance their skills and their career in a targeted area of communication, such as organizational communication, public relations, health communication, political communication, social media management, technical communication or a different field. Typically, certificate programs in communication are comprised of a sequence of 3-5 classes that are highly focused on the area in which students wish to learn more immediately applicable skills. Many certificate programs are offered in online and hybrid formats, as their students are generally working professionals. Some certificate programs may also allow students to transfer the credits they have earned towards a master's degree if they choose to after completing the certificate. Academic vs. Applied vs. Generalist Master's in Communication Programs For students researching master's degrees in communication, programs can generally be divided into thematic categories that are separate from program specializations. It is important to understand these themes so that students can choose a program that aligns with their professional and career goals. Programs can generally be categorized into three buckets: academic programs, applied communication programs, and "Generalist" programs that offer coursework in both communication theory and applied skill development. Academic Master's in Communication Programs: Students who want to study communication and conduct social scientific research should look for programs designed to prepare students for doctoral programs in communication. These programs focus on teaching students communication theories and research methodologies designed to prepare them to become communication scholars and/or teach communication at the college level. These programs are typically offered on-campus and follow a traditional two-year master's program format where students either teach undergraduate courses (through a teaching fellowship) or conduct research (through a research fellowship) while pursuing their master's degree. Common program names include Master's in Communication Studies and Master's in Interpersonal Communication, though specific concentrations for research and scholarship-focused master's in communication programs will vary. Applied Master's in Communication Programs: Master's in applied communication programs focus on preparing students for careers in industry through courses that focus on concrete skills development. Students typically still take core courses in communication theory, communication research methods, and interpersonal communication, but the concepts they learn in these classes are placed in the context of improving communication and media strategies within and for businesses and organizations. For example, depending on the specialization (see below for more information on communication specializations), programs may combine core communication courses with applied courses in organizational communication, organizational leadership, integrated marketing communications, and media and public relations. The goal of these programs it to prepare students to work in industry. As such, while there are traditional on-campus programs, many offer evening courses and/or online courses designed for working professionals. Common applied communication programs include Master's in Strategic Communication and Master's in Integrated Marketing Communication. Generalist Master's in Communication Programs: While there are a handful of academic programs specifically designed to prepare students for doctoral programs, many master's in communication programs can be thought of as "generalist" programs that combine theoretical and applied concepts in their curricula. These programs are designed to allow students to choose either an academic or professional career path post-graduation. One way this is achieved is by allowing students to customize their program through choosing applied and/or theoretical courses for their elective requirements. Many smaller universities that offer a single master's in communication program or universities that do not offer a doctoral program in communication will offer a generalist type program. Important Considerations When Researching Academic vs. Applied Programs Students should note that while some program specializations are more clearly defined as academic versus applied, for example communication studies versus strategic communication or integrated marketing communications, students may not be able to tell if a program is academic, applied, or generalist based on the specialization and/or program name alone. For example, a master's in mass communication program may have a professional/applied track in which students learn about different types of media and how to manage media campaigns, and a theory/research track where students study different forms of media and how media is used to impact society. Another example would be master's in health communication programs which can focus on researching interpersonal communication in healthcare settings (which would be more of an academic program) or marketing and public relations in the healthcare industry (which would be more of an applied program). Generalist master's in communication programs may have emphases or areas of focus that are not clearly indicated by their program name. For these programs, focus areas are often determined by the expertise and/or research interests of the faculty who teach in the program. Finally, some programs focus on how to use communication theories and methods to promote social justice. There are both academic and applied communication programs that focus on social advocacy, the difference is that academic programs are typically designed for students who want to study the root causes of social injustice and discrimination from a communication perspective, while applied programs focus on how communication strategies can be used to drive social movements and campaigns designed to promote positive social change. Due to these variances, students should thoroughly research programs to understand the concepts, principles, and methods they can expect to learn before applying. Note: The program categories outlined above are general and meant to help students better understand the types of programs that are available so that they can choose a program that aligns with their academic and professional goals. Students should think of master's in communication programs on a spectrum, with fully academic and fully applied programs on each end, and generalist programs that combine academic and applied coursework in the middle to varying degrees, depending on the specific specialization or emphasis of the program. In general, the majority of master's in communication programs fall somewhere in the middle. Master's in Communication Specializations In addition to academic and applied master's in communication programs, many schools now offer students the ability to specialize in a specific communication discipline or field of practice through clearly defined specializations options. Specializations, which may also be referred to as concentrations or areas of emphasis, allow students to tailor their graduate education to their professional and career interests. Common specializations offered as part of master's in communication programs include: Communication Studies Business, Corporate and Organizational Communication Global and International Communication Health Communication Marketing Communication and Public Relations (including Integrated Marketing Communications) Media Communication and Mass Communication (including Digital Communication) Political Communication Strategic Communication Technical Communication There are also generalist master's in communication programs that do not have formal concentrations, but that allow students to tailor their studies through elective courses in different areas/fields of communication. For these programs, students should review the electives offered by the program carefully to ensure they align with their professional and career goals. Regardless of the type of program, master's in communication programs across different specializations tend to have one or two core courses that cover similar fundamental communication theories and methods of communication research (e.g., qualitative and/or quantitative research methods). This is what differentiates a master's in communication program from master's degree programs in related fields such as public relations or marketing. To learn more about the common specializations for master's in communication programs, as well as the typical courses included in these programs, please refer to our Master's in Communication Specializations section. Master's in Communication Studies programs teach students how to analyze communication's role in social, economic, and political contexts, and how to apply rhetorical strategies in these settings. Master's in Global Communication and International Communication train students to be effective communicators in such contexts as global marketing and PR, international politics, and activism. Master's in Health Communication programs teach students how to develop effective health campaigns and educate patients, providers, and the public on health issues. Master's in Marketing Communication and Public Relations programs include courses in marketing and public relations principles and the methods for designing media campaigns. Master's in Mass Communication and Media Communication programs teach students the principles of media management, the history and theory of mass communication, and digital storytelling strategies. Master's in Organizational and Corporate Communication programs teach students about organizational leadership and communication, including training, crisis management, and public relations. Master's in Political Communication programs train students in the fundamentals of political campaign management, policy development and advocacy, and crisis communication. Master's in Strategic Communication programs teach students about strategic storytelling and project management in organizational settings, public relations and marketing, and interpersonal communication. Master's in Technical Communication programs teach students to write, edit, and manage scientific, technical, and medical publications, such as research proposals and instructional materials. Master's in Communication Programs: Campus, Hybrid, and Online With advances in distance learning technologies, students can now choose between programs with different course delivery formats that are compatible with their schedule and other professional and personal obligations. Below is a summary of the main types of master's in communication programs. Campus Programs Campus programs, as the name suggests, require students to attend classes on a physical campus. For students who live near a college or university that offers a Master's in Communication program (or who plan to relocate for graduate school), these are traditional on-campus programs that require students to travel to campus to attend live classes and lectures. Campus programs can be particularly beneficial for students who prefer interacting with program faculty and peers in-person, and having the structure of classes on a physical campus. Being a part of a larger campus community and its attendant resources (e.g. career center, library, etc.), can also prove useful and beneficial to students' learning. However, this type of program tends to be the most limiting in terms of students' schedules, because students must block off times to travel to campus for classes, examinations, group projects, and meetings with faculty members. In addition, a campus-based program may not be an option for students who do not live near a university that offers a program, or for students who cannot routinely travel to campus for personal reasons (e.g. due to family obligations, financial limitations, disabilities) or professional reasons (e.g. work or travel requirements). Hybrid / Blended Programs Hybrid programs are programs that mix on-campus and online instruction, giving students the benefits of a campus-based program, with additional flexibility to complete a percentage of their studies online. Hybrid programs encompass a wide range of program types, from programs that have on-campus courses and online courses, to programs that have online courses that require students to visit the campus multiple times during the term (for example, once a month). Because hybrid programs often require numerous campus visits, they are typically still designed for students who live within commuting distance to the campus. (Note: Programs that require students to visit the campus once per week are classified as campus programs unless they contain the option to take some courses online.) Online Programs: Fully Online (100%) and Limited Campus Visits Fully Online Programs: In contrast to campus programs, 100% online programs grant students a great degree of flexibility by removing the need for students to travel to campus to attend classes. For fully online programs, students are able to complete all of their degree requirements without having to attend any on-campus sessions. Online programs provide students who do not live near a campus-based program an option for earning a graduate degree without having to relocate. They may also be a good option for students who cannot routinely attend classes and discussions on-campus due to personal or professional reasons. Finally, they provide students with greater access to specialization options and program formats (e.g., full-time and part-time enrollment) that may not be offered by local colleges and universities. Online Programs with Limited Campus Visits: Online programs with limited campus visits are similar to fully online programs, except they require students to attend a limited number of on-campus sessions or intensives. These intensives, which typically span a weekend to a week in length, give students the chance to meet their classmates as well as program faculty in-person, and to engage in interactive learning activities and networking events. Campus visits can enhance the overall learning experience of an online program; however, they require time and typically travel costs are not included in program tuition and fees. Currently, only four online programs require limited campus visits. Note: MastersinCommunications.com defines an online program as one that requires two or fewer visits to campus per year. Any programs that have online courses but which require more than two campus visits per year are classified as hybrid programs. There are currently 153 online Master's in Communication programs in our comprehensive database of programs offered by colleges and universities in the United States.