

DISCOVER YOUR PATH TO SUCCESS



DIEDERICH
College of Communication

MARQUETTE UNIVERSITY

Letter from the Dean

Welcome!

Revolutionary changes and continual innovation are happening in the field of communication, and as a student in our undergraduate program, you will study this exciting discipline in downtown Milwaukee and gain hands-on, real-world experience. In our academic programs, you will actively engage with award-winning faculty, create new content with state-of-the-art technology and have the opportunity to apply for internships at corporations, agencies and non-profit organizations.

Our college offers courses across a wide range of disciplines, allowing you to discover your interests as you complete your coursework. Developing marketing campaigns, in-depth reporting for online news sites, designing sets for main stage theatre productions, creating documentary films and honing your research abilities are just some of the many exciting skills you can develop while earning your Bachelor of Arts in Communication degree. Our eight majors include advertising, communication studies, corporate communication, digital media, journalism, media studies, public relations and theatre arts. I encourage you to read about them in the following pages and see which ones spark your interest.



You will also have the opportunity to apply to our exciting mentor program through our alumni associations in downtown Milwaukee and Los Angeles or participate in our outstanding LeaderShape® Institute program, designed to train students to be future leaders in the field of communication. Through your classes, internship and additional programs, you will be able to see how a degree from the Diederich College of Communication prepares you for your dream job and gives you the background you need to carve out a career where you can use your communication skills to lead, inspire and make a difference.

As the Interim Dean, I am honored and delighted to lead our college, as I encourage our faculty and staff to create a bright future for our college and for you—our students!

Ana C. Garner, Ph.D.

Interim Dean, Diederich College of Communication

Accomplish More in Less Time



Accelerated Bachelor's - Master's Degree Program

Our joint bachelor's and master's program allows you to earn both a bachelor's degree and master's degree in communication in just five years. You will complete 9 to 12 hours of approved graduate credit in communication during your senior year as an undergraduate student.

All candidates for admission to the accelerated program should have undergraduate junior status, have completed at least three upper-division communication courses and should have a communication GPA of at least 3.50.

Once you complete your first term as a master's candidate, you then petition the Graduate School to transfer the courses taken as an undergraduate to the master's degree. All of your remaining master's degree requirements may be completed during your following summer, fall and spring terms.

It is not necessary to know what you'd like your major to be at the start of your accelerated degree program. You can start with any of the eight undergraduate majors in the College of Communication, including advertising, communication studies, corporate communication, digital media, journalism, media studies, public relations or theatre and performing arts.

Read on to learn more about each of these majors in the following pages.

Major Areas of Study Overview

Advertising

Think conceptually to create memorable content across multiple platforms including print, web, mobile and social media. Learn how to tell brand stories that engage and delight consumers.

Communication Studies

Examine theories, concepts and skills related to human interaction. Explore various communication styles, construct well-reasoned arguments and design effective messages for multiple audiences.

Corporate Communication

Get excited about shaping a corporation's identity and vision. Develop initiatives across multiple contexts and frame strategic responses. Understand the role of the corporation within contemporary society.

Digital Media

Enjoy hands-on experience in video and audio production in our professional labs as you develop informative and entertaining media content. Build a strong portfolio of work in radio, television, filmmaking and more.

Journalism

Master storytelling through multimedia tools as you conduct research to effectively present news and information. Develop strong writing and reporting abilities and skillfully use social media to tell stories.

Media Studies

Assess the impact of media practices and institutions. Take an interdisciplinary approach to examine the media's role in democratic society in historical, cultural, social, economic, legal and ethical contexts.

Public Relations

Build relationships and solve problems using critical thinking and strong writing skills. Manage relationships through two-way communication and help build an organization's reputation.

Theatre Arts

Learn and perfect skills unique to theatre arts, including performance, stagecraft, costume design and directing. Understand theatre within a liberal arts foundation while developing your talents.

Minors

To add depth to your major area of study and to enhance your Marquette experience, all communication majors are required to take a minor or a second major within the College of Communication or in one of the other programs at Marquette.

Some students choose a minor outside of the communication field, such as an advertising major with a marketing minor. Other students choose a minor within communication, such as a journalism major with a digital media minor.



As a student in our program, you can also complete an interdisciplinary minor with a minimum of 18 hours of coursework that complements your major. Under the guidance of your adviser and the associate dean, you will be able to select your courses and design your own minor.

We also offer select fine arts minors in collaboration with the Milwaukee Institute of Art and Design (MIAD). These courses are taught by practicing creative professionals and are taken at MIAD.

Minors offered by the College of Communication

Advertising
Communication Studies
Corporate Communication
Dance

Digital Media
Film
Family Studies
Graphic Design*

Music
Public Relations
Studio Art*
Theatre Arts

*These minors are offered in collaboration with the Milwaukee Institute of Art and Design (MIAD).

Advertising



Think Creatively

Learn the creative and conceptual skills advertising professionals use to build engaging campaigns across print, web and social media. Your advertising coursework at Marquette will focus on how these platforms are converging so you'll be able to create fully integrated content that engages and delights consumers and spurs them to action. You will learn about emerging and global industry trends and receive training on how to think creatively, whether you'd like to peruse a career as a copywriter, designer, account professional or media planner.

Create a Stunning Portfolio

Through your coursework, involvement with student media and internship, you will create a unique portfolio of work as well as define and develop your personal brand. You will be able to effectively showcase your skills to demonstrate what you can bring to a company.

Put Your Knowledge to Work

All advertising majors are required to complete a college-approved internship. Milwaukee has a close-knit ad community, and professionals at many local agencies dedicate time and effort to connect with our students as guest speakers and instructors. Internships in Milwaukee, Chicago and elsewhere can give you the edge you need to secure full-time employment after graduation.

Our students have won local and national recognition for work they've created for organizations including Toyota, Bank of America, Wisconsin Humane Society, ESPN and many others. With our Jesuit mission in mind, some students choose to complete internships with a non-profit organization such as the March of Dimes.

Recent Internships

Milwaukee Brewers
Wisconsin Humane Society
National MS Society
ESPN
March of Dimes
Special Olympics

Recent Employers

BVK	Laughlin Constable
Chicago White Sox	Microsoft
FCB Global	Starcom Mediavest
Google	Walt Disney World
Hanson Dodge	

Communication Studies



Learn How to Communicate Effectively

The field of communication studies covers a broad range of topics. We offer courses that examine communication in various contexts, such as organizations, relationships and public forums. You will learn how to construct well-reasoned, persuasive arguments, as well as how to understand persuasive appeals others are using to convince you of their positions. With its emphasis on the process of communication, communication studies also pairs well as a double major with other disciplines, such as political science, psychology, education, pre-law, health studies or corporate communication, to name a few.

Sharpen Your Communication Skills

In this major, you will learn how to design and present effective messages, as well as methods used to successfully resolve conflicts, bring people together and negotiate across differences.

Design a Curriculum to Fit Your Needs

A major in communication studies also allows you to take a theoretical or conceptual approach to communication, focusing your attention on organizational communication, ethics, communication within families, communication approaches to training and development, persuasion or rhetoric. You may choose to double major in order to focus on a specific area of study, such as health communication or intercultural communication.

Because of our proximity to downtown Milwaukee, you will have the opportunity to apply for an internship at a Fortune 500 company or established newspaper. You may also choose a mission-related internship, such as helping a non-profit organization craft messaging for multiple audiences.

Recent Internships

American Lung Association
Banana Republic
Chamber Theatre of Milwaukee
Gap
MillerCoors
Milwaukee District Attorney

Recent Employers

Accenture
Johnson Controls
Northwestern Mutual Financial Network
SBC Communications
Schwarz Pharma

Corporate Communication



Develop a Wide Range of Skills

As a corporate communication major, you will study business fundamentals and organizational communication to learn how communication strategies influence a corporation's direction. You will also learn the critical thinking skills that are necessary to analyze a communication strategy and focus on the role communication has as an executive-level function. You will analyze how communication impacts all aspects of a corporation's success, and your coursework will prepare you to manage these functions successfully.

Develop a Vision

As you learn how to evaluate a corporation's internal and external needs from a critical standpoint, you will create a vision and develop strategies that incorporate crafting communication messages to simultaneously align with the corporate vision and connect with different target audiences.

Bring Theory and Practical Experience Together

The corporate communication curriculum is designed to teach you how to make strategic communication choices that will influence a company's direction. The range of topics you'll study in your business and communication courses will help you develop a broad perspective so you can perform an effective assessment of a company's communication needs. Simulations of organizational settings allow you to put classroom theory to work.

You will also be encouraged to apply for an internship that will further your skill set and continue the practice of making strategic and stylistic choices that create effective messages. Building on Marquette's Jesuit tradition of social justice, your internship can help a corporation or non-profit organization further a specific cause or ethically responsible goal.

Recent Internships

Assurant Health
Brevient Technologies
Discovery World Museum
Kaiser Group
Office of the Governor
Rockwell Automation

Recent Employers

Adecco
Bader and Rutter
Charleston Orwig
Edelman
Harley Davidson

ING
Kohl's
Northwestern Mutual
OMD Digital Media
SRA International

Digital Media



Hone Your Skills

All digital media majors learn to apply mass communication theory to production work in specific areas of electronic media, such as audio, video and the Web. You will receive a broad, liberal arts education on which you will build a solid foundation for your chosen specialization in production, writing, programming management, audience research, sales or alternative media. Digital media courses also provide hands-on experience so you can shine in your chosen medium, whether it's radio, television, broadcasting, documentary or film.

Create Your Clips

If you choose to study digital media, you will receive access to our recently revamped television stations, video editing suites, audio stations, computer graphics platforms and interactive digital equipment. These resources allow you to practice your craft and create impressive clips that will allow you to make your mark in this converging field. And, if you are an aspiring documentarian, you will have the opportunity to showcase your work in the annual student film festival.

Study in a Major Market

Our campus radio and TV stations are student run, so you can gain practical experience shooting video, hosting your own radio show, working as a newscaster and producing television shows in a team environment. This will lay the ground work for you to complete an internship and gain real-world experience working on a well-known program or helping a non-profit organization broadcast its message.

A top-35 market, Milwaukee is a small-enough city to allow space for students and entry-level employees but big enough to prepare you for a larger media market. Recent digital media alumni have had successful careers in a number of fields, including producing, sports casting, radio promotions, media management, casting, on-camera presentation, film and video editing.

Recent Internships

ABC World Tonight
Apatow Productions
Conan
Entertainment Tonight
Late Show w/ David Letterman
The Young and the Restless
20/20

Recent Employers

CNN
ESPN
E! Entertainment Television
Fox Network Systems
Fox Sports Net
HBO
NBC

Journalism

It's All About the Story

Journalism is an exciting field that involves a wide range of writing and technical skills, from building websites, publishing online magazines, writing reviews and covering elections and groundbreaking news and much more. As a budding journalist at Marquette, you will gain the skills you need to tell compelling stories, tailor your content for the right audience and integrate news messages across all mediums of print, web and social media. You will also become proficient in using multimedia tools, which are important mediums for digital storytelling.

Create Your By-Lines

You'll start your coursework by learning how to report and write about major events. As you progress deeper into your journalism studies, you will learn to research and produce stories about public issues through multimedia. You will also learn advanced research techniques that will interpret the complex stories you will encounter as a journalist.

Get Ready to Make a Difference

Marquette offers several venues in which you can develop your research, writing and storytelling abilities. Student media offer journalism majors a chance to publish their stories on print, web and broadcast platforms. The Milwaukee Neighborhood News Service, housed in Johnston Hall, welcomes students who want to report on community issues in the city.

Journalism majors can also apply to work with O'Brien Fellowship recipients on public service reporting projects. If chosen, you get to learn from a top performer in your field – a journalist with whom you can hone your research and reporting skills and participate in the creation of a major investigative story.

Recent Internships

Chicago Magazine
ESPN Milwaukee
Esquire Magazine
Newsday
WABC-TV in New York
Washington Post

Recent Employers

Associated Press	Cleveland Sun
Catholic Herald	Indianapolis Star
Chicago Tribune	Milwaukee Magazine
Clear Channel Media	Seattle Times
CNN Online	Sports Illustrated

Media Studies



Engage in Scholarship

A media studies major will give you the theoretical and liberal arts background you need to excel as a media scholar and critic. It is an ideal second major for you if you wish to study the impact of the media from a variety of perspectives, including law, business, history and politics; pursue graduate studies; work in the public sector or for a research firm. Your coursework will introduce you to issues discussed in all the media professions, including advertising, journalism, public relations and film.

Ask Tough Questions

Your interdisciplinary curriculum will draw from a broad range of fields so you can see how the media shapes contemporary society in a variety of contexts. Through research, critical thinking and writing, you will learn how to evaluate the ethical responsibilities of the media and participate in public discussions of their performance.

Conduct Original Research

Within the multiple disciplines of your studies, you will examine the media within a historical, cultural, social, economic, legal and ethical context. In addition to examining the media's role in shaping society and asserting media practices and messages, you will simultaneously develop your research skills and writing abilities so that you can excel as a media scholar and critic.

Your Senior Thesis gives you the opportunity to bring the theories you've developed over the course of your studies together and focus your expertise in one area of research that examines the media's impact on contemporary society. You will then have the foundation you need to pursue a career in law, politics, public service or graduate studies.

Possible Career Paths:

Attorney
Business
History Scholar
Media Critic
Politics

Public Service Sector
Researcher
Teacher
University Professor

Public Relations



Build Relationships

Public relations majors focus on creating effective communication strategies across multiple platforms, such as print, digital, interactive, mobile and web-based media. Your advanced coursework will help you develop your strategic thinking and relationship management skills. Public relations professionals are often conscious-oriented individuals who monitor a company. They have an interest in providing ethical leadership, ensuring that the company they work for is engaged in ethical behaviors and practices.

Develop Multiple Skill Sets

Your public relations courses cover a wide breadth of mindsets and thinking modalities, from the conceptual and creative to the strategic and tactical. There are many pieces to a public relations campaign, including community relations, outreach and other forms of advocacy. You will learn how they all work together as you progress into your advanced coursework.

Finish Strong with an Internship

All public relations majors are required to complete a college-approved internship. While some of your courses will mirror a professional environment, an internship pushes you one step closer, allowing you to gain valuable experience in a specialization, learn effective strategies from professionals in your industry and develop your network.

When time to apply for internship opportunities, some students choose to help local organizations build and maintain ethical leadership or help raise the profile of worthwhile causes. No matter which field you choose, talented PR professionals are in demand, thanks to a 24/7 news cycle and media environments that continue to evolve at a rapid pace.

Recent Internships

American Diabetes Association
Harley-Davidson
Instagram
Major league sports teams
Ronald McDonald
Summerfest

Recent Employers

Children's Hospital of Wisconsin
Cramer-Krasselt
Edelman Public Relations
Facebook
Golan Harris
Laughlin Constable
Northwestern Mutual
Ogilvy PR

Theatre Arts



Develop Your Talents

As a theatre arts major, you will start with a liberal arts foundation to help you relate theatre to larger, worldly concerns. You can then hone your craft in a specific aspect of the theatre arts, such as performance, design, technical theatre or directing. If you're born to act, you can concentrate on voice, movement and characterization, while those of you who prefer to work behind the scenes can take courses in costume, scenic or lighting design. If interested in directing, courses in play direction and theatre management will allow you to learn the skills you need to build a rewarding career.

Student-Centered Training

You will have multiple opportunities to audition for main-stage theatre productions and participate in different aspects of these productions, including technical, design or management. As part of a strong and flourishing theatre program, you will build sets, create costumes or take to the stage as an actor in a lead or supporting role.

Learn from Working Professionals

While perfecting your craft through your courses and production work, you can also develop your professional network. We regularly employ professional guest actors, designers and directors who will work with you in the classroom and on productions. Our alumni have flourished in their professional careers from the opportunities they've received, as Emmy and Oscar winners, and performers on Broadway and in television and films.

One show at Marquette features a social justice theme each year. During the 2015 – 2016 season, *To Kill a Mockingbird* brought awareness to racial inequalities and received regional recognition from the Kennedy Center American College Theatre Festival. This production was selected to perform for over 1300 theatre artists at the Pabst Theatre in Milwaukee.

Recent Internships

Boulevard Ensemble
Chamber Theatre
First Stage
Milwaukee Repertory Theatre
Next Act
Renaissance Theatreworks

Recent Employers

20th Century Fox	George St. Playhouse
Broadway	Hilbery Repertory
Cleveland Playhouse	Steppenwolf Theatre
Carnegie Mellon	The Second City
Dreamworks	Yale School of Drama
Fox Network	

Internships and Other Programs

Internships

An internship through the Diederich College of Communication allows you to put your classroom experience into practice and gain real-world, professional experience that will help boost your resume and make you a competitive candidate for entry-level jobs upon completing your undergraduate work. A professional in the industry of your major will supervise your internship.

Advertising and public relations majors are required to complete an internship in order to graduate; however, all Communication majors are strongly encouraged to complete at least one internship.



Other Programs

Mentor Program

If selected to participate in our mentor program, you will work with a professional from our alumni association in your field of study. Your mentor will provide valuable insight into your career path, give helpful tips during your career search process and help you hone your networking skills. Juniors in good standing are encouraged to apply.



LeaderShape® Program

If the idea of becoming an inspiring and empowering leader excites you, then the LeaderShape® program is for you. The LeaderShape® Institute™ defines leadership as a combination of excitement around possibilities, committing to a vision and developing relationships to bring about positive change. If selected to participate in the program, you will complete a six-day retreat, designed to teach you how to lead with integrity.

Your Path to Success

1

Discover Your Interests

Whether you know the exact career path you'd like to pursue or want to see if a career in communication is right for you, there is time built in for you to complete several courses before deciding on a major. Get involved in some co-curricular activities and prepare to discover new strengths and interests while you are here!

2

Build Your Knowledge

Once you decide on a major, you will work with your adviser to carve out the rest of your curriculum, with either a second major or a minor. You will build on the solid foundation you've received from your introductory courses.

Complete an Internship

Take all the theory you've learned in your classes and put it into practice with an internship. Get a taste of what your professional career will be while receiving guidance from a professional in your field.

3

4

Participate in a Professional Program

As you progress through your degree, you can apply to participate in the LeaderShape® or mentoring program. See page 14 for more details.

5

Land Your Dream Job

You have arrived! You are now a working professional. You have successfully completed your degree, and you are carving out a career that will fulfill you professionally. You're on your way to becoming a positive force within your community and network.

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