The graduate program within the School of Communication Studies provides a theory-based approach to a variety of communicative phenomena and helps students apply their research and education to their chosen fields. Whether your background is in communication, journalism, psychology, sociology, public health, family studies or another social science, you will find a Master of Arts degree in communication studies adds to your forte and makes you more marketable.

The school has a long history of producing highly-trained communication scholars who go on to earn doctorate degrees at prestigious universities, remain active in academia or higher education and excel in their careers. Alumni work in areas including marketing, public planning, fundraising, event planning, non-profit organizations, sales and campaign teams where research skills and communication knowledge are a plus.

Students in the graduate program typically pursue one or more areas of study. Alternatively, students customize their degree program to meet their professional or academic goals. All students complete foundational coursework and a capstone experience (thesis, research project, internship or coursework-only).

Completing a Master of Arts degree is an investment in your future — providing opportunities for increased marketability, salary and mobility. The degree can also lead to matriculation into a Ph.D. program. Learn more by visiting www.kent.edu/comm.
This emphasis addresses areas such as how media messages affect understanding of risk, health, illness and disease, how healthcare providers communicate with their patients and how to design effective messages to reduce, prevent disease and promote health.

Sample Courses:
- Health Communication and Media Effects
- Interpersonal Communication and Health
- Public Communication Campaigns

Future Career Paths:
- Health Marketing
- Patient Advocate
- Public Health

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Within this emphasis, students study interpersonal relationships, family and intergroup communication, communication and cognition and communication via social media. Students explore theory and research on verbal and nonverbal messages, the production of messages in culturally-sensitive contexts, and the intended and unintended effects of messages using new communication technologies.

Sample Courses:
- Family Communication
- Communication, Uncertainty, and Privacy Mang.
- Communication and Cognition

Future Career Paths:
- Sales
- Counseling

Sample Courses:
- Communication in an Information Society
- Intercultural/International Communication
- Communication in a Global Society

Future Career Paths:
- Community Outreach
- Lobbying
- Public Affairs

The School of Communication Studies and College of Business Administration offer a dual degree program for students to obtain a Masters of Arts in communication studies and a Master of Business Administration. This program is particularly useful for professionals, managers and students with a Bachelor of Arts degree who wish to improve their communication abilities to influence business in global markets while developing skills to enhance their professional careers.

Students will fulfill a global experience requirement (a study abroad course or internship with global reach) and take courses in area of communication theory, media and information dissemination, business fundamentals and more.

Sample Courses:
- Financial Accounting for Managerial Action
- Professional Development I
- The Legal and Ethical Environment of Management Decisions
- Marketing Management
- Theories of Communication
- Organizational Communication

Future Career Paths:
- Business Managers
- Corporate Communications
- Marketing