The Master’s in Corporate Communication is designed to develop the knowledge, skills, and acumen essential for today’s business communicators through premier coursework blending theory and best practice.

Students enrolled in the MA in Corporate Communication program will:

1. Develop and enrich personal strengths in strategic and critical thinking, ethics, writing, and speaking.

2. Learn how corporations use communication to create and establish brands, reputations, and favorable public relations.

3. Explore strategies used by corporations to communicate with consumers, investors, media, and employees.

4. Possess an understanding of the theory, research, and practice associated with key corporate communication functions.

Companies:
- 5WPR
- Cohn & Wolfe
- Edelman
- Fleishman-Hillard
- Ketchum PR
- Media Bistro
- NBC Universal
- Newsday

Professional Associations:
- National Communication Association
- New York Women in Communication
- International Communication Association
- Public Relations Society of America

Career Job Titles:
- Global Business Marketing Communications Manager
- Communication Officer
- Content Marketing Manager
- Crisis Communications Management Director
- Brand Marketing Director
- Director of PR and Corporate Responsibility
- Digital Marketing and Strategy Manager
- Government Relations Specialist
- Homepage Editor
- Social Media Manager

WEISSMAN GRADUATE CAREER SERVICES OFFICE
Phone (646) 312-3887 | Fax (646) 312-3871
Email weissmangraduatecareers@baruch.cuny.edu