

## MASTER OF ARTS IN COMMUNICATION



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### MAKE GREAT ADVANCES WITH BRYANT UNIVERSITY'S **MASTER OF ARTS IN COMMUNICATION**

*Effective communication ranks among the top competencies every employer seeks.*

A Master of Arts in Communication *will set you apart from peers* by helping you master the full complement of communication skills that employers demand – and that will enable you to start an exciting career, enhance your present abilities, or make a complete change in your career.

Bryant's Master of Arts in Communication allows you to specialize either in *Organizational Communication, Health Communication, or an individually tailored area of study* designed for your particular interests. No matter what your undergraduate degree is in – and regardless of whether you are just beginning your career or someone with work experience – this program will teach you the communication skills required in 21st century careers by drawing on the *newest theories, concepts, and research* in the field of Communication.

#### RESEARCH TELLS US...

Individuals with graduate degrees earn at least \$1 million more in median lifetime earnings than high school graduates.

From the Social Security Administration

#### THROUGH BRYANT'S MASTER OF ARTS IN COMMUNICATION, YOU WILL GAIN KNOWLEDGE IN:

- the science of persuasion.
- risk and crisis communication.
- campaign design.
- managing conflict and negotiation.
- nonverbal communication.
- training, development, and leadership.
- understanding how media impacts human behavior and interactions.
- other areas involving message design and human relationships.

## INSPIRING FACULTY

Our faculty are experts in organizational communication, health communication, media and communication, interpersonal communication, persuasion, risk and crisis communication and more. In their classes and their research, they combine the latest theory with practical approaches. Through smaller class sizes, and personal mentoring, these caring and supportive faculty get to know you as an individual and help you to tailor your graduate experience to your career aspirations.

### OUR FACULTY:

- have won multiple awards for teaching and mentoring.
- are well connected within the field and community, holding prestigious leadership positions as journal editors, conference organizers, and officers in our national and international organizations.
- are internationally recognized experts in their fields, regularly publishing cutting-edge research articles and widely utilized books.
- have a variety of work experience in government agencies, media organizations, and non-profits.
- are sought after consultants, guest lecturers, and media commentators.

*The Bryant University Master of Arts in Communication is designed to be flexible and serve the needs of many different kinds of students. Whether you just graduated from your undergraduate program or you have been out of school for ten years, we are committed to working with you to design a program that suits your needs. We place a strong emphasis on theory, research, and analysis as well as the ability to transfer these skills to a variety of contexts.*

### KEVIN PEARCE

Associate Professor, Communication

### RESEARCH TELLS US...

Employers identify communication as one of the basic competencies every graduate should have, asserting that the ability to communicate is valuable for obtaining employment and maintaining successful job performance. The communication skills essential in the workplace include basic oral and writing skills, and the ability to communicate in work groups and teams with persons of diverse background, and when engaged in problem solving and conflict management. Communication education develops the whole person, improves the work of education, advances the interests of society, bridges cultural differences, and advances careers and the work of business.

– *Journal of the Association for Communication Administration*



### RESEARCH TELLS US...

Good communication skills are the most important factor not only in job performance, but in career advancement (*Chronicle of Higher Education*). Communication competencies are the most-often mentioned keys to success in management, marketing, public relations, and journalism.

Social science research demonstrates that a variety of communication competencies – effective listening, appropriate use of body language, clear and concise speaking, strong empathy, and giving meaningful feedback – are central to business career success and satisfaction (*Business Communication Quarterly*).

Good communication skills are essential for career success even for those in the natural sciences (*Scientific American*) and accounting and finance (*Hudson Global*).

From *Introduction to Human Communication*, Oxford University Press

## BRYANT MACOM: COMPETITIVE ADVANTAGES

The Bryant Master's in Communication program is designed to help you succeed. We understand that each student has unique needs and experiences. As such, the program offers three avenues for the satisfaction of the completing experience. The **thesis option** requires the conduct of original scholarly research that advances knowledge of communication. The **culminating project** examines a job- or career-based communication problem and, using knowledge and experience from the program of study, offers solutions. Finally, **comprehensive exams** require students to complete several hours of rigorous written testing. Each has significant benefit given the student's motivation for earning a Master's Degree in Communication at Bryant.

### Here are some advantages to Bryant's Master of Arts program:

- Start the program when you want – fall, spring, or summer.
- Obtain your degree in as few as 18 months.
- Enjoy an expedited admission process, where GREs are optional and there are no prerequisites for admission.
- Take advantage of our "special student status" which allows you to take two courses without formally applying to the program.
- Earn Certificates of Graduate Study that can be applied to the Master of Arts degree.
- Work with a dedicated faculty mentor who will help you with everything from course selection to career paths or paths to higher education.
- Specialize in a course of study designed particularly for you.
- Participate in consistently small classes that allow focused and individual attention.
- Enjoy a convenient schedule, with all classes offered in the evenings.
- Engage in a high degree of interactivity with professors both inside and outside the classroom.
- Take advantage of multiple forms of coursework through which you can gain practical experience.



- Enjoy strong support from the AMICA Career Education Center.
- Take the classes **you** want – there are only a small number of required courses, the rest is **your** choice.

## BRYANT MACOM GRADUATES ARE IN DEMAND

*In business, government agencies, and nonprofit organizations including:*

- > DELOITTE  
*Senior Specialist*
- > CIGNA  
*Communication Coordinator*
- > DISPATCH  
*Marketing Manager*
- > TARGET  
*Executive Team Leader, Human Resources*
- > GRANITE TELECOMMUNICATIONS  
*Enterprise Client Manager*
- > BURLINGTON COLLEGE  
*Resident Life Specialists*
- > UNIVERSITY OF TENNESSEE  
*Resident Life Specialists*

Ranked in the top  
**Top 15%**  
of all Communication  
programs in the U.S.

Ranked in the  
**Top 10**  
schools for  
Communication  
in New England

Sample path to degree completion (based on part-time enrollment)



## COLLABORATION WITH THE AMICA CENTER SETS BRYANT'S PROGRAM APART



In addition to highly engaged faculty who support the success of their students, not just in the classroom but also with applied experiences and their career search, the Amica Center for Career Education (Amica Center) is an active partner in the career outcomes of Communication students. The Amica Center is a full-service career center serving the entire campus, providing career education workshops and programs, individualized coaching, career exploration programs and events, as well as career fairs and other recruiting services. The Amica Center offers Communication graduate students a full slate of services, including:

- Career coaching (individual, group)
- Career assessment (values, interest, skills)
- Résumé and CV reviews and writing support
- Cover letter writing support
- Mock interviews (online and in-person)
- Networking support (workshops, events)
- LinkedIn and Portfolium support
- Job search support
- Online company research tools
- Salary negotiation advising
- Organizational site visits (Washington DC, New York City, Boston, Hartford, and more)
- Job Shadow opportunities
- Connections with Alumni

Services also include Quick Questions, during which Communications students can walk in and ask for assistance for any question (no appointment needed!). Additionally, the Amica Center hosts several recruiting events each year to match graduate students with prospective employers. In addition to these career fairs, staff within the Amica Center will sit down with individual students to help identify organizations and opportunities to which they want to apply. Many of the positions will be posted on Bryant Career Connection (BCC), but also many can be found through other resources the Amica Center utilizes to identify opportunities, including LinkedIn, government listings, and GoinGlobal.

## COURSE OFFERINGS

### CORE COURSES

- > Communication Theory
- > Communication Research Methods and Statistics
- Required for the Health Communication Concentration
- > Health Communication
- Required for the Organizational Communication Concentration
- > Organizational Communication

### ELECTIVES

- > Conflict Management and Negotiation in Organizations
- > Communication in Small Groups Applied Theory
- > Media Effects Theory and Research
- > Communication, Persuasion, and Social Influence
- > Ethical Public Communication
- > Culture, Diversity, and Communication
- > Risk and Crisis Communication
- > Social Media Communication
- > Global Communication
- > Community-Based Campaigns and Public Health
- > Computer Mediated Communication and Social Media
- > Directed Study in Communication
- > Culminating Project
- > Thesis

To learn more about Master of Arts in Communication or other Graduate programs at Bryant, please contact:  
**Graduate Programs Office** • (401) 232-6100 • (800) 622-7001 • graduateprograms@bryant.edu