



Webster
UNIVERSITY

Geneva

Master of Arts
**Communications
Management**

Develop your skills and understanding of the tools and techniques required to apply effective strategies to every project. Become the forward-looking communications professional you want to be.

Master of Communications Management

The Next Step in Your Communications Career



The Master of Arts (MA) degree in Communications Management is intended for aspiring young professionals or mid-career managers currently working in or transitioning to a communications-related field. It is relevant for those who are seeking a catalyst to higher managerial responsibilities or those seeking to reorient their career.

For forward-looking communications professionals, this degree is a necessity. In today's media-driven, information-and-service based economies, strategic communications touches upon nearly every function that drives organizational success. Communication strategies are critical to ensure effectiveness, whether in an internal organizational restructuring or for public advocacy campaigns. Yet most master's programs *either* prepare candidates with technical media skills *or* with a purely b-school approach in a management-based curriculum. This MA is designed to include courses from both Media Communications and Business Management, to bridge the gap between these approaches, creating a distinctive profile for graduates entering or advancing in the job market.

A Degree Designed To Meet Your Learning Needs

'Employers recognize that effective communications strategies are necessary for companies, governments and non-profit organizations. During this master's program, participants will deal with strategies that can be applied across sectors. They will develop their profile as a communications expert, with the capacity to design and manage strategies for both on and offline projects. Graduates of the program will be able to conceive and create relevant content, as well as to execute strategic communications campaigns at a higher corporate/organizational level.'

The combination of courses designed for this MA allows students to expand their area of expertise and improve their employability in different sectors, including roles that use marketing & communication technologies, either to manage social media tools in branding support for a product or service, to enhance non-profit organizational positioning to clients, or even for fundraising campaigns—while building a cross-functional set of skills for internal communications or external public relations activities.'

Francesco Arese Visconti, MA
Head, Media Communications, Webster University Geneva

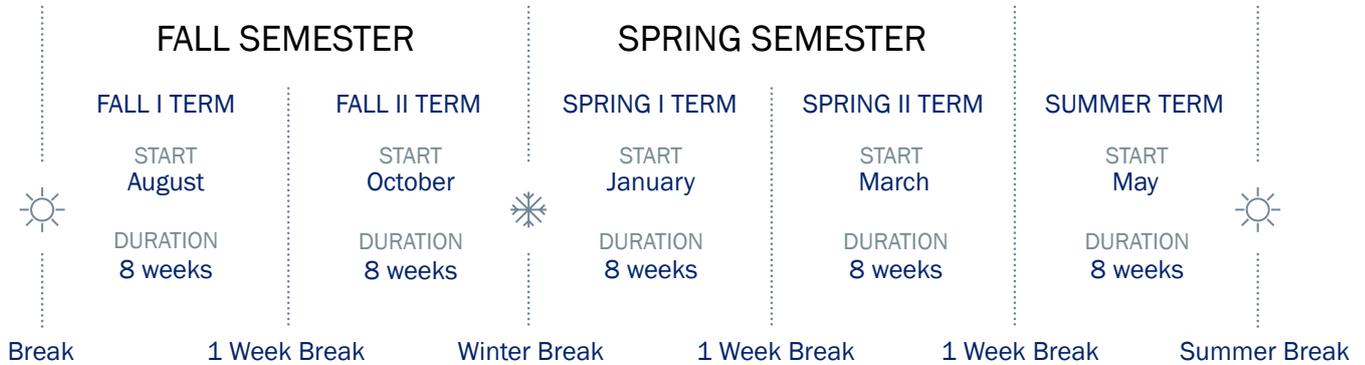


Webster University carries full institutional accreditation from the Higher Learning Commission (HLC). Students at Webster University Geneva therefore earn the same degree that is awarded in the United States.

Flexible Schedule

Start your MA at five different entry dates throughout the year. The program is made up of seven core courses and five electives. Each course takes place one evening per week over an eight week term period. Our WebNet+ technology also provides for remote attendance of some classes.

Full-time students take two classes per term whereas part-time students take one class per term. Students can shift between full- and part-time study. This unique structure gives candidates the opportunity to tailor the program to their personal and professional schedules.



Core Courses

Media Communications
Strategic Communications
Media and Culture
Organizational Communications

Media Organization and Regulations
Media Production Management
Seminar in Media Communications

Sample Elective Courses

Technology and Innovation Management
Academic Internship

Marketing
Professional Development Seminar

Eligibility

Required qualifications include a recognized bachelor's degree in a related field. Direct professional experience in a communications-related field is considered a plus.

For those without relevant prior academic course work or related professional experience, the department may require one or two courses of prerequisite undergraduate course work before enrolment in the degree sequence. An assessment for prerequisite courses will be determined at the time of application.

The Webster Edge

The Professional and Personal Development Program aims to help students develop the skills and behaviours necessary for the success in the workplace using a unique mix of personal coaching, workshops, seminars, group challenges, simulations, and expert lectures.

The program integrates structured career management and helps students build professional skills in international negotiations, change management, effective leadership and more. It provides tools to manage stress, solve complex problems, develop networks, and be adaptable in a fast-changing, interconnected and tech-oriented business environment.

“The Media Communications Program at Webster University was essential in honing my skills and applying them to the professional work environment. It taught me the importance of creating a brand for my media production business as well as the technical skills to apply in practice in today's ever changing creative industry.

Since graduation, my projects and clients have ranged from big multinationals, like Procter&Gamble, Nestle and Swisscom, to international organizations like the U.N., IATA, World Health Organization, WIPO, and UEFA”

Daniel Lopez-Paullada
Media Graduate 2010



Career Value

In the Master of Communications degree, you'll learn how to manage projects within a framework; present chosen strategies effectively to senior management; present communications solutions to problems ranging from a lack of brand awareness to PR and crisis management; to work with and/or manage creative and technical experts; to apply strategies and tactics in implementing communications programs; and to adapt and integrate new skills as technology changes over time.

Webster's Career Services team works with each individual student to maximize opportunities for internship experience, professional networking and post-graduate experience.

A sample of alumni from our Media Communications Department have earned positions across a range of companies, NGOs, start-ups and public international organisations, in roles such as:

Associate External Relations Officer
Internal Communications and Content Manager
Photography and Social Media Marketing Manager
Supervising Associate for Brand, Marketing and Communications
Corporate Communications Manager

Media Director
Brand Communications Manager
Project Leader, Digital Content
Digital and CSR Manager
Publications and Design Manager



Experience Webster: Upcoming Events

Webster University Geneva hosts dozens of public events each year, including a Spotlight Series on topics in Media Communications, an annual Humanitarian Conference and a lecture series on Creativity and Innovation. Many of these events are open to the public and free of charge. We can also arrange a personalized tour with our admissions office staff who will explain the application process and the advantages of a degree from an accredited American University.

Register soon for an upcoming event at www.webster.ch

How to Apply?

For more information about our admissions criteria, tuition fees and how to apply, please visit www.webster.ch/admissions

Contact us for further details and personalized coaching through the application process:

Jessica Geer
Graduate Admissions Representative
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Webster University's Mission

Webster University, a worldwide institution, ensures high quality learning experiences that transform students for global citizenship and individual excellence.

www.webster.ch

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