

THE COLLEGE OF NEW ROCHELLE

Graduate School

Master of Science in

COMMUNICATION MANAGEMENT AND MEDIA

Lead the way in Strategic Communication, Communication Consulting & Entrepreneurship, Digital Media & Production, and Sports and Entertainment Marketing & Management.

THE M.S. IN COMMUNICATION MANAGEMENT AND MEDIA prepares you to work in any organization, profit and non-profit, that depends upon communication for success—and they all do—giving you a key to career advancement.

ADVANCE YOUR CAREER

The digital age presents new challenges for communicators of all segments of society. Focusing on the core facets of communication that for-profit and nonprofit organizations depend upon, our M.S. in Communication Management and Media readies you to assume leadership roles in and solve the communication problems of organizations in both the private and public sectors.

Through a curriculum that emphasizes problem-based learning and blends theory and practice, you'll develop the knowledge, skills, and mindset necessary for mastering 21st century strategy and leading communication-centric organizations. Learn how to be an influencer, a designer of effective strategies, and a shaper of communication efforts.

PRESTIGIOUS INTERNSHIPS

An M.S. in Communication Management and Media from CNR will prepare you for careers in a variety of work settings in both private and public organizations. Our students intern with renowned media, nonprofit, sport, and entertainment corporations in New York City and Westchester, such as Verizon, ABC, ESPN, Fox News, and Steiner Sports.

SAMPLE JOB TITLES

- EVENTS MANAGER
- COMMUNITY RELATIONS MANAGER
- MEDIA DIRECTOR
- SPEECH WRITER
- PUBLIC AFFAIRS OFFICER
- FUNDRAISER
- ACCOUNT EXECUTIVE
- CAMPAIGN CONSULTANT
- SPORTING EVENTS AND PROMOTION MANAGER
- CORPORATE SALES
- INTERNAL COMMUNICATIONS SPECIALIST

SAMPLE WORK SETTINGS

- MARKETING AGENCIES
- PUBLIC RELATIONS FIRMS
- MEDIA COMPANIES
- GOVERNMENT AGENCIES
- NON-PROFIT ORGANIZATIONS
- SPORTS ORGANIZATIONS

FOR MORE INFORMATION
914-654-5452
GRAD@CNR.EDU

CURRICULUM

CORE COURSES—12 CREDITS

CMA 608	Researching the Digital Dimension: Issues and Applications	3 cr.
CMA 613	Organizational Communication	3 cr.
CMA 624	Business and Professional Presentations	3 cr.
CMA 645	Intercultural Communication	3 cr.

REQUIRED CONCENTRATIONS—12 CREDITS

In consultation with their advisor, students must complete 12 credits in one of the following areas of concentration:

Strategic Communication Management
Leadership, Communication Consulting, and Entrepreneurship
Digital Media and Production
Sports and Entertainment Marketing and Management
Communication in Education

ELECTIVE COURSES—6 CREDITS

Choose 2 courses—See website for complete list of course options

CMA 619	Writing for Media	3 cr.
CMA 623	Non-Profit Communication and Fund Raising	3 cr.
CMA 635	Corporate Video Production	3 cr.
CMA 638	Health Communication	3 cr.
CMA 640	Leadership and Team Building	3 cr.
CMA 659	Strategic Use of Digital and Social Media	3 cr.
CMA 661	Sports and Entertainment Marketing, Promotion, and Public Relations	3 cr.

CULMINATING EXPERIENCE—6 CREDITS

Students select a culminating experience that includes a thesis, or a comprehensive exam and 2 courses selected in consultation with their advisor.

TOTAL CREDITS

36 CR.

ADMISSION REQUIREMENTS

- Completed application
- Official transcripts from all higher learning institutions
- Two letters of recommendation of an academic or professional nature
- Personal interview
- Writing sample
- \$35 application fee

**EVENING,
WEEKEND,
& ONLINE**
CLASSES AVAILABLE

75%
CNR GRADUATE STUDENTS
WHO ARE EMPLOYED FULL-TIME
WHILE STUDYING

**FINANCIAL AID
AVAILABLE**
CNR.EDU/FINAID or 914-654-5434

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