



Marquette University

Diederich College of

# Communication



MARQUETTE  
UNIVERSITY

**BE THE  
DIFFERENCE.**



# Create. Inspire.

# *Influence.*

*Think strategically, act creatively and seek truth for a more just world — this is what we'll challenge you to accomplish as a communication student at Marquette. Here, you'll build a community as you learn to harness the power of words and images. And because of our Catholic, Jesuit foundation, you'll also be expected to apply this power responsibly and ethically — we call it communication for the greater good.*

# Follow your passions. Become your potential.



## Thrive from day one.

While you're working on learning and doing, we're here to support you through it all. Here are a few ways we help keep your whole self on track from the moment you step on campus.

- Assigned adviser
- Tutoring and academic support services
- Internship placement coordinator
- Career services
- Financial aid navigation
- Counseling and wellness coaching

**The ultimate purpose of your college education is to achieve a fulfilling career after graduation.** If you're ready to follow your passion at Marquette, we will work alongside you to reach that goal, offering you real-world learning in and out of the classroom. Pairing your skills with knowledge. Your aspirations with worthy projects. Your talents with advanced technology. Your professional interests with engaged alumni and unique networking experiences. If you're ready to connect to your future, you're ready for Marquette's J. William and Mary Diederich College of Communication.

## MAJORS

ADVERTISING

COMMUNICATION STUDIES

CORPORATE  
COMMUNICATION

DIGITAL MEDIA

FILM AND MEDIA STUDIES

JOURNALISM

PUBLIC RELATIONS

THEATRE ARTS

## MINORS

ADVERTISING

COMMUNICATION STUDIES

CORPORATE  
COMMUNICATION

DANCE

DIGITAL MEDIA

FILM AND MEDIA STUDIES

FINE ARTS (GRAPHIC DESIGN  
OR STUDIO ART)

GAMES AND INTERACTIVE MEDIA

HEALTH COMMUNICATION

JOURNALISM

MUSIC

PUBLIC RELATIONS

SPORTS COMMUNICATION

THEATRE ARTS

## Add a Minor degree for a Major advantage.

Because intellectual depth is always a good thing, communication students are required to add a minor (or a second major) from within our college or another Marquette program. Explore your interests, follow your passions and count on your adviser to help design your ideal path.

# Have the flexibility to pursue what you love.

**Communication is a rapidly evolving field — and the careers within it are diverse and growing.** At the College of Communication, our goal is to help you discover your purpose. You'll have the freedom to choose from a variety of majors and minors, the time to explore curriculum options and career tracks, and the opportunity to test-drive the latest technologies and techniques. If you have a change of heart, we help you change course and still graduate on time. We give you the flexibility to find your path — and the promising future that lies ahead.

## Challenged to lead with integrity

Grounded in our Jesuit values, our curriculum features courses that examine ethics in all our majors. Consider taking those lessons one step further with our Communication Leadership (C-Lead) program. C-Lead enhances personal and professional leadership skills through targeted course work and exclusive opportunities in the communication field. Successful completion of this program is reflected on student transcripts and recognized on resumes and portfolios.



## A faster master's is time well spent.

At Marquette, you can accomplish more in less time, by earning both a bachelor's and a master's degree in just five years. Your track begins with any of our eight majors and continues with nine to 12 hours of graduate-level courses your senior year, then completion of the master's requirements during your fifth and final year.

## ONE CREDIT

Consider the flexibility of our **Diederich Learning Labs**, one-credit workshops taught by our industry-expert alumni. These condensed courses — like improvisation, the business side of entertainment, play-by-play announcing and more — supplement your curriculum with outside-the-box learning.

From day one, you'll connect with nationally recognized faculty and alumni whose knowledge and insights are matched only by their eagerness to help you discover your interests and talents.

# We've got the mentors to match your enthusiasm.

## Taking you where you see yourself going.

Through the unique travel opportunities of the Diederich Experiences, you can engage with our amazing alumni from across the country who work in your specific area of interest. These distinctive trips build your network, introduce you to job options, and provide excellent insight and advice that will get you wherever you want to go. Annual experiences include LA, Chicago, New York and Puerto Rico, and cover several of our majors.

## They can't wait to meet YOU.

Our 115,000 alumni are our greatest asset here at Marquette. You can find them all over the globe, ready to lend a helping hand — especially to a Marquette student or fellow grad. Our Marquette Mentors program is one such opportunity to connect to this power. Get matched with a graduate who shares your major, career interest or passion. You'll meet — both in person and virtually — several times a year. Get advice, professional connections, maybe even get introduced to your next boss.

## Learn from the pros.

Around here, those who can — teach. Our instructors aren't just engaged and award-winning; many are also career professionals. They serve as adjunct faculty, guest speakers and mentors to enhance your classroom experience with valuable insights, anecdotes and connections. And Marquette faculty are consistently ranked in the top 10% of the nation's best teachers.



# Soar in *Milwaukee.*

Our central location just over a mile from Lake Michigan gives you the ideal home base to discover Milwaukee. World-class sports, concerts, festivals, restaurants, shopping, art and theatre are all within walking distance. And easy transportation options can take you anywhere in our city that your feet (or your Golden Eagle wings) won't.



## **Opportunity is everywhere.**

Preparing for a career in communication means making the most of every opportunity — and at Marquette, you'll find them everywhere. Just outside your lecture hall is downtown Milwaukee, a city brimming with prospects and possibilities. From engaging with professional mentors and exploring career paths to gaining valuable experience and making a positive difference in the community, incredible opportunities are waiting, literally at your doorstep. All you have to do is take the first step.

# Preparing you for the future, *whatever it looks like.*

A Marquette education prepares our students to excel in jobs that don't yet exist. Communication is one of those fields that is intertwined with invention and rocketing forward at tremendous speed. It's not enough to keep pace — you need the ability to ride this wave and harness its potential. We've made innovation an integral part of our curriculum, putting the latest tools and technology at your fingertips.

## Full Access

Starting your first year, you're invited to access all our spaces and technology to experiment, explore and discover. By embracing these resources, you embrace the possibilities, creating communication that resonates and influences.

## Transformative Tech

- Ai4Ai Lounge
- Black box studio
- Virtual production studio
- A/V control center
- Green screen room
- Motion capture and animation technology
- High-end workstations for design motion graphics and 3D modeling
- Professional cameras, audio and lighting equipment

Marquette is one of the few universities in the country making sophisticated virtual-set technology available to students starting their first year.

# Do the work *before you even graduate.*



**84%**

of students  
participate in  
internships

**Immerse yourself in hands-on environments where you can apply your creativity and strategic thinking and build your portfolio.**

And as your skills grow, so do the opportunities — from managing our media outlets and collaborating with successful professionals in your field to performing works of art and creating content.

### **Student Media**

The Marquette Wire, our award-winning student media organization, is an integrated, modern newsroom that spans every medium, from a student-run newspaper, magazine, radio and TV station to a full range of digital services. As a student, you can host your own radio show, head up a TV production, or work as a newscaster or reporter. Or, use our resources to create something completely original.

### **Mission Control**

Connected to both Studio 7, our main broadcast studio, and Studio 6, our virtual studio, the audio and video TV control room is where you can call the shots on both live and recorded broadcasts.

### **Radio Studio**

Up to 120 students volunteer as DJs on Marquette Radio, so get behind the controls or join on one of the many microphones. The spacious studio can accommodate live programs and podcasts.

### **Virtual Newscasting**

Make your experience real in Studio 6, complete with a robotic camera, high-capacity graphics generator, custom-made virtual sets and you — just about anywhere you can imagine yourself.

### **Public Service Journalism**

Every year, we host several professional journalists as part of the O'Brien Fellowship in Public Service Journalism. You'll have the opportunity to work directly with the O'Brien Fellows as a research assistant or investigative reporter on stories with the potential to drive action and improve lives. You may even be invited back to their newsrooms for a summer internship.

### **Professional Agency**

With exposure to real-world business problems and solutions, Carl Collective is an innovative collaboration between our college and Trozzolo Communications Group that allows students to work in a professional agency setting on real client work, alongside professionals in the industry. Students are part of executing strategies and tactics while developing into the next generation of communication professionals.

### **Neighborhood Reporting**

You will have opportunities to partner with nonprofit news organizations such as the Milwaukee Neighborhood News Service, which reports on issues that matter to the city. Local, regional and national media outlets frequently pick up these stories, audio and photography.



**In any industry, culture or situation, communication is the most essential skill.** Within your major, you'll hone your skills and learn to navigate the field of communication in a complex, technological and multicultural world. You will become an ethical communicator, prepared to speak for those without a voice — with the vision and wisdom to know what to say.

# MAJORS

## Advertising

Advertising in the 21st century demands creative thinkers who are immersed in culture and willing to take risks to develop powerful brands that move seamlessly across multiple platforms. It is a process that requires a combination of art and science, psychology and analytics. Advertising majors learn the value of strategic thinking that leverages consumer insight, savvy media placement that requires deep data knowledge, and creative ideation that inspires fluent executions. Our students become culturally confident, capable of building great brands. Our graduates leave Marquette equipped with the skills and flexibility to thrive in the ever-changing world of advertising.



**Sebastian Rios**

"My favorite experience as an ad major so far has been the opportunity to develop my potential through authentic, real-world projects. I have promptly implemented the teachings of several courses, allowing me to gain professional appeal as a communicator in all fields."

## Communication Studies

Effective communication is the cornerstone of any human activity. It guides individual and group decisions and shapes futures — and as a Marquette communication studies major, you'll gain the skills to harness this potential. In our program, you'll examine the theories behind human interaction. Hone your ability to lead, organize, motivate and communicate. Learn to apply theories, concepts and skills related to human communication and develop competence in communication interactions. You'll gain a diverse combination of knowledge and flexibility, enabling you to excel at any form of communication and apply it to a variety of opportunities, causes and career paths.



**Evan Hunter Blyden**

"The communication studies major enhances my ability to be successful by providing me with better media literacy, critical thinking and versatility."

## Corporate Communication

The organizations, businesses and government agencies that shape and drive today's global markets play vital roles that depend on clear, effective, influential communication — precisely the skill set gained as a corporate communication major. You'll learn to evaluate needs and develop appropriate strategies and tactics. Develop the skills to establish a distinct identity, culture and vision in an information-saturated world. And make yourself a voice for responsible corporate citizenship, building on our Jesuit tradition of social justice.



**Acee Hockin**

"I am majoring in corporate comm because I'm interested in learning how to improve and create effective working environments in large corporations, including integrating strategic planning with cultural diversity through effective communication."

## Digital Media

Whatever the medium, professionals in the field of digital media play major roles in shaping the way we view the world. As a digital media major, you'll be prepared to excel as an ethical, innovative media producer and creative professional. Opportunities exist in commercial radio and television, documentary and narrative filmmaking, public broadcasting, corporate media and associated emergent technology industries. Courses emphasize the hands-on use of equipment, and students have access to cutting-edge studios, video editing suites, industry-standard creative software and professional production equipment. Students will acquire a broad understanding of media history, theory and practice as they critically examine the role of digital media in a global world.



**Sofia Calicdan**

"My favorite experience was making a short film for a final in my digital media class. My group worked so well together. We had so much fun filming, acting and editing the piece, and I am so proud of it."

## Public Relations

How well any organization thrives is driven by how well its mission and actions are understood — and how skillfully it navigates the challenges and opportunities of a 24/7 news cycle and evolving media environment. As a Marquette public relations major, you'll develop the skills and competencies to chart your own path. Our students learn how to help organizations define and manage their public image and positively influence business practices, while applying integrated approaches using current technology. As a public relations practitioner, you can lead the way as you manage crises, solve social issues and improve the quality of life within organizations and for society as a whole.



**Tiera Jarmond**

"I am interested in how brands, companies or individuals manage their relationship with the public. I wanted to be in a major that shows me both sides of a professional relationship, specifically valuing the communication that comes with these relationships."

## Film and Media Studies

The rapid expansion and evolution of modern media presents both a challenge and a question: Is it a force for positive change, or a threat to accuracy and trust? The ability to monitor and examine the role of media in our society is the focus of Marquette's film and media studies major. You'll gain the theoretical and methodological background to excel as a film and media scholar and critic, engage in analysis to assess media practices and messages, study film and media's impact on perceptions, social justice issues and public policy, and serve as a guiding force for responsible communication practices in a variety of organizations and industries.



**Amy Henry**

"I wanted to learn more about how to evaluate film, and film and media studies allows me to do just that. The classes I've taken have all taught me how to view film and TV through a critical lens."

## Journalism

In its best and purest form, journalism can have a dramatic, positive impact that continues to shape and influence an audience long after a story appears. At Marquette, journalism majors become socially responsible professionals who produce stories based upon reliable sources and data, write with passion and accuracy, and support the people's right to know. You'll develop strong writing, reporting and editing skills. Gather, synthesize and present information through a variety of techniques and platforms. And publish stories that illuminate issues, affect public opinion — and change lives for the better. At Marquette, you'll learn how to practice "Journalism That Matters."



**Trevor Hilson**

"Working for the Marquette Wire has been everything I could've wanted in an opportunity and more. Following our basketball teams around the country to cover and call games at home and on the road has been an amazing experience."

## Theatre Arts

With its endless variety of genres and formats, theatre is one of the most versatile forms of artistic expression — and at Marquette, we have a major to match. In our NAST-accredited (National Association of Schools of Theatre) program, students choose from a diverse selection of courses, create costumes and characters, design and build stage sets, collaborate with guest actors, directors and designers, and engage in film and stage productions, starting their very first year. Performances range from classics to contemporary pieces, including musicals, comedies, dramas and experimental theatre. But one vital aspect never changes: Every season, one featured show always highlights the theme of social justice. Whether your future role is in front of the audience or behind the scenes, you will be ready to entertain, manage, educate and embark on a meaningful career.

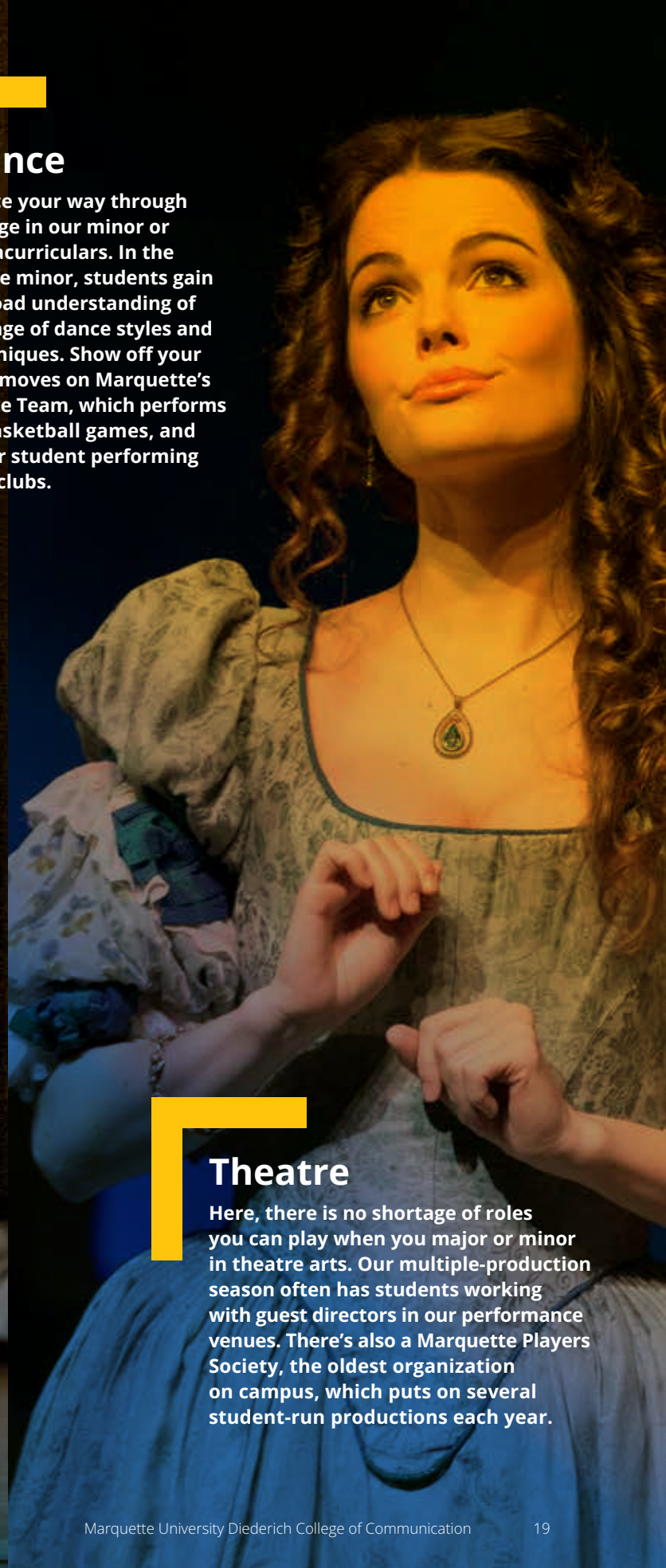
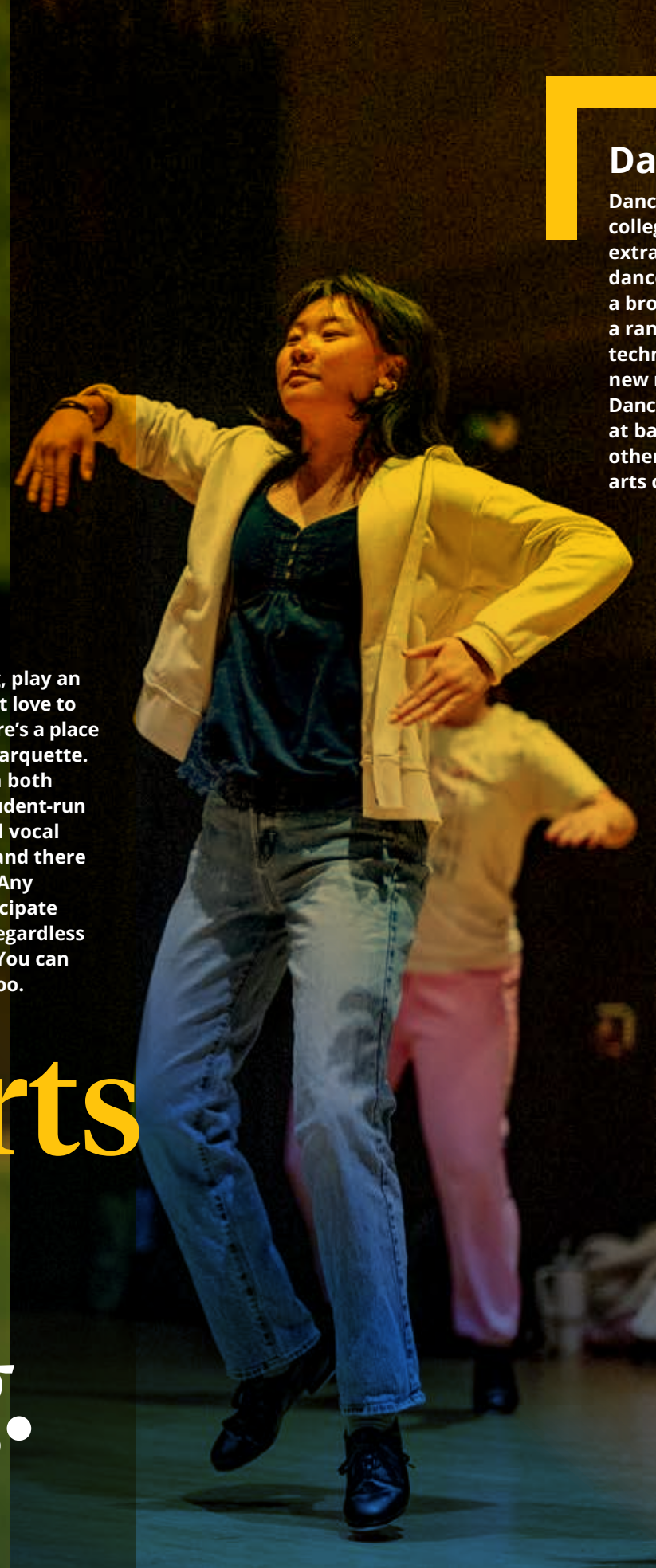


**Erin Fricker**

"My favorite experience has been performing in Marquette Theatre's play *A Piece of My Heart*. To be able to tell such a powerful story with a talented cast of women taught me how beautiful and collaborative theatre can be."

## Foundational degree. *Flexible future.*

**Media Strategist \* Public Affairs Official \* Screenwriter \* Actor**  
**\* Social Media Specialist \* Attorney \* Brand Planner \***  
**Community Relations Manager \* Copywriter \* Researcher**  
**\* Graphic Designer \* Government Relations Director \***  
**Multimedia Journalist \* Creative Director \* Production Manager**  
**\* Videographer \* Training and Development Coordinator**



# Where the arts *are alive and thriving.*

## Music

Whether you sing, play an instrument or just love to create music, there's a place for you here at Marquette. Students can join both university and student-run instrumental and vocal music groups — and there are lots of them. Any student can participate in these groups regardless of area of study. You can minor in music, too.

## Dance

Dance your way through college in our minor or extracurriculars. In the dance minor, students gain a broad understanding of a range of dance styles and techniques. Show off your new moves on Marquette's Dance Team, which performs at basketball games, and other student performing arts clubs.

## Theatre

Here, there is no shortage of roles you can play when you major or minor in theatre arts. Our multiple-production season often has students working with guest directors in our performance venues. There's also a Marquette Players Society, the oldest organization on campus, which puts on several student-run productions each year.



# 5 reasons to choose Marquette

**1 Learn by doing.** Nothing will prepare you more for a successful career after college than doing the work while you're learning alongside supportive and experienced faculty who know the ins and outs of your industry. Whether it's extracurricular activities like student media or course-related projects, you'll be immersed in hands-on learning from day one that will have you prepared and standing out as a Marquette graduate.

**2** It won't be long before you **feel right at home** in our warm community of communicators. Walk inside our doors of historic Johnston Hall and you'll notice a refreshing vibe of togetherness. Maybe it's because communicating is our specialty, but we'd like to think we're just simply friendly. Don't be surprised if you're hanging in the J-Pad and someone pitches their commercial to you, asks you to star in their movie, interviews you for a story or invites you to a Friendsgiving feast.

**3** We'll **support you from day one** all the way through graduation. As a Marquette communication student, you are connected to caring faculty, staff and students — including an academic adviser assigned to each student, an internship coordinator, peer coaches and alumni mentors — who can answer your questions and offer advice on a range of needs. Plus, the university's Lemonis Center for Student Success is dedicated to connecting you to any additional resources you might need while here at Marquette.

**4** From the Filmmakers Association to the Advertising Club, plus a wealth of groups, clubs and councils in between, **Marquette offers you close to 300 organizations** in which you can serve, network, share ideas and build friendships. And it's easy to be involved and still manage your academics.

**5** If you're talented, driven and ready to change the world, we're here to help: **99% of Marquette undergrads receive financial aid.** We have full-tuition scholarships for incoming communication freshmen with outstanding academic achievement and significant financial need and partial-tuition scholarships, too. Check out our Scholarship Estimator.



For more information or to plan your Marquette visit, call 414.288.7075 or contact [comm@marquette.edu](mailto:comm@marquette.edu).

[marquette.edu/communication](https://marquette.edu/communication)

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 Diederich College of Communication

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**DIEDERICH**  
College of Communication

**MARQUETTE UNIVERSITY**

Marquette University, in accordance with its Jesuit tradition and Guiding Values, is committed to fostering a diverse community of outstanding faculty, staff, and students, as well as ensuring equal educational opportunity, employment, and access to services, programs, and activities, without regard to an individual's race, color, national origin, religion, age, disability, sex, gender identity/expression, sexual orientation, marital status, pregnancy, predisposing genetic characteristic, or military status. Employees, students, applicants or other members of the University community (including but not limited to vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law, or treated adversely or retaliated against based upon a protected characteristic.

The University's policy as well as federal and state laws and regulations prohibit unlawful discrimination and harassment. These laws include the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, and Title VII of the Civil Rights Act of 1964 as Amended by the Equal Employment Opportunity Act of 1972. These laws prohibit discrimination and harassment, including sexual harassment and sexual violence.

If you feel that you have been subjected to sexual harassment, discrimination or sexual misconduct, please contact Marquette University's Title IX Coordinator: Alumni Memorial Union, Room 437, P.O. Box 1881, Milwaukee, WI 53201-1881, (414) 288-7206, or Office for Civil Rights: 230 S. Dearborn St., 37th Floor, Chicago, IL 60604, (312) 730-1560. To read the entire Marquette University Non-discrimination Statement, visit [marquette.edu/nondiscrimination](https://marquette.edu/nondiscrimination).