More Practical Reasons for doing a MCOM Major

Our Practicum papers enable you to work in real-world situation using the skills and tools you develop in the MCOM major. Each Practicum paper involves a specific project, using a particular skill set.

Research Practicum (X99 code): As a ‘student consultant’ to a local business or organisation, you will undertake a communication investigation in the workplace. You will design and carry out a research project, and make recommendations to the organisation.

Internship Practicum (X87 code): As a ‘student apprentice’ you will work under the guidance of a Communication Manager to ‘learn the ropes’ in working with internal communication.

Design Practicum (X90 code): As a ‘student co-ordinator’ you will work with various stakeholders in an organisation or community setting to design and produce a product, service, or facility that facilitates communication.

In your Student Portfolio you keep projects from each of your MCOM papers that are best pieces of work to show potential employers.

First or Second Major?
The Management Communication major should be your first choice if you are interested in people and want to facilitate the strategic development of communication for both organisational and social good. It is also an excellent second major and will make you a better marketer, accountant, or whatever your chosen profession may be. After all, no matter what your career, you will be more successful if you can communicate effectively.

To find out more about the MCOM Major
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ABOUT THE MANAGEMENT COMMUNICATION MAJOR

The best leaders and managers are great communicators.

Research shows that outstanding communicators go further and faster in their careers: They have the **people skills** you will gain in the Management Communication major.

Management Communication (MCom) students learn to develop strong working relationships, inform people about topics comprehensively and illustratively, evaluate ideas and plans constructively, manage persuasion ethically, make decisions and solve problems collaboratively, and design communication solutions and systems creatively.

Develop Practical Skills and Knowledge

The Management Communication major prepares aspiring managers to be outstanding communicators by developing six core competencies. You will learn to ...

**RELATE:** To create, nurture, and maintain sustainable relationships with diverse individuals and groups.

**INFORM:** To build shared understanding clearly, accurately, and comprehensively through writing, presentations, and new media.

**INFLUENCE:** To develop strategies to create, reinforce, change or shape beliefs, attitudes, and intentions.

**CRITIQUE:** To evaluate and reflect critically on communication strategies and processes, including consideration of ethics and alternatives.

**DESIGN:** To assess, develop and use a range of communication systems, technologies, and forms of mediated communication.

**PROBLEM-SOLVE:** To research and analyse situations, identify different perspectives, make recommendations, and develop strategies and plans for effective communication.

Practical Papers

The MCOM major offers papers in which you develop transferable communication skills that apply in a wide range of workplace and community settings. For example:

- **MCOM 231 Interpersonal Communication** helps you develop the people skills crucial for career success.
- **MCOM 238 Communication, Health and Wellbeing** helps you to develop your critical skills through evaluating health communication and its impact on wellbeing.
- **MCOM 292 Business Communication** helps you communicate your ideas clearly and effectively in writing, presentations, and new media.
- **MCOM 330 Public Speaking and Speech Writing** helps you become an excellent speaker and speech writer.
- **MCOM 331 Managing Conflict and Consensus** gives you strategies to manage team and group processes.
- **MCOM 332 Professional and Public Relations Writing** helps you with tools and skills to create professional documents.
- **MCOM 340 Communicating Social Change** gives you practical approaches to managing collective action.
- **MCOM 392 Managing Organisational Communication** helps you evaluate and design communication processes within organisations.
- **MCOM 476 Communicating Across Cultures** develops skills to enhance your competence in communicating interculturally.
- **MCOM 490 Negotiation and Persuasion** gives you strategies to produce and respond to persuasive messages, particularly in the context of negotiation.

Career Prospects

The rapid growth of communication industries and communication functions in major organisations means that management communication graduates are always in demand. Surveys of employers demonstrate time and again that communication skills are the most valuable of employee attributes.

Management Communication major graduates work as communication or corporate managers, negotiators, facilitators, consultants, researchers, public administrators, and political, community or business leaders.