

Design Management & Communications, MPS

Mission Statement

The Master of Professional Studies in Design Management & Communications provides students with the creative skills and tools to effectively communicate with and manage design teams. Students engage with a faculty of experienced practitioners to develop the advanced management and leadership skills they need for a successful and impactful career in design management & communications.

Modality

Online (<https://scs.georgetown.edu/programs/446/online/online-masters-in-design-management-communications/>)

Learning Goals

Students who complete the MPS in Design Management & Communications will:

1. Apply creative and critical thinking skills in designing visual communication strategies reflective of organizational goals to inform and influence customer behavior.
2. Engage within diverse teams to integrate values of inclusivity in the development of globally accessible design strategies.
3. Develop strategies incorporating Jesuit values, industry standards, and one's personal ethics in design communications.
4. Produce strategies based on design thinking, visual principles, and audience psychographics to develop and implement solutions reflective of organizational goals.
5. Formulate insights from research, and credible, reliable, and valid resources to create design concepts that influence actions and perceptions.
6. Compose design strategies using relevant tools and technology to develop innovative solutions that serve diverse target audiences.
7. Analyze the needs of diverse target audiences and responsibly inform them through design solutions.

Licensure Disclosure

This program does not provide any professional licensure or certification, nor is it intended to prepare students to sit for any specific professional licensing or certification exam(s). Though not required, students in these programs may wish to research and seek certifications through professional organizations in their field.

Requirements

To earn the MPS in Artificial Intelligence Management, students must complete 33 credits with a minimum GPA of 3.000 within five years of entering the program.

The course requirements are as follows:

Code	Title	Credits
Core Courses ¹		
MPDM 5040		3
MPDM 7990	Capstone	3
Foundation Courses		
MPDM 5003		3
MPDM 5041		3
MPDM 5042	²	3
MPDM 5043		3
Elective Courses ³		
A current list of approved Electives can be found on the SCS website		15
Total Credits		33

¹ Each Core Course must be completed with a grade of B or better. Students who earn a B- or lower in these courses will have one opportunity to retake the courses. If a student does not earn at least a B after the second attempt, they will be terminated from the program without right of appeal.

² MPDM 5043 must be completed with a grade of B or better. Transfer credit cannot be applied toward this course, and the course cannot be waived.

³ Ethics and all Foundation Courses must be completed before any Elective Courses are taken.