

STRATEGIC COMMUNICATION MANAGEMENT (MA)

The Master of Arts in Strategic Communication Management prepares students to strategically analyze and solve communication challenges. The program is ideal for students who have professional experience or career interests in corporate communication, public relations, strategic planning or other general management functions. Graduates will leave the program with knowledge of emerging technologies, industry innovation, leadership and intercultural communication.

Code	Title	Credits
COM 500	Strategic Leadership and Management	3
COM 515	Corporate Social Responsibility and Ethical Leadership	3
COM 540	Communication Inquiry & Measurement	3
COM 545	Project Management and Analytics	3
COM 525	Digital Communication	3
COM 570	Leadership Communication	3
COM 590	Crisis Communication	3
COM 520	Media Strategies	3
COM 560	Intercultural Communication	3
COM 575	Content Strategy	3
COM 585	Strategic Customer Experience	3
COM 595	Reflection and Capstone	3

Total Credits **36**

Course	Title	Credits
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First Year

First Semester

COM 500	Strategic Leadership and Management	3
COM 515	Corporate Social Responsibility and Ethical Leadership	3

Second Semester

COM 540	Communication Inquiry & Measurement	3
COM 545	Project Management and Analytics	3

Third Semester

COM 525	Digital Communication	3
COM 570	Leadership Communication	3

Credits **18**

Second Year

First Semester

COM 590	Crisis Communication	3
COM 520	Media Strategies	3

Second Semester

COM 560	Intercultural Communication	3
COM 575	Content Strategy	3

Third Semester

COM 585	Strategic Customer Experience	3
COM 595	Reflection and Capstone	3

Credits **18**

Total Credits **36**