

# STRATEGIC COMMUNICATION (M.S.)

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Degree: Master of Science

Major: Strategic Communication

Total Hours: 30

This program serves the needs of students who wish to gain an advanced degree, and work in professional communication practice, including public relations, advertising, marketing communication, corporate communication, health communication, political communication and more. The degree will provide students an opportunity to cultivate advanced skills that empower them for advancement and promotion in a broad array of positions and organizations nationwide.

Code	Title	Hours
<b>Core Courses</b>		
COMM 5301	Introduction to Strategic Communication and Graduate Studies	3
COMM 5302	Research Methods	3
COMM 5303	Introduction to Strategic Communication Theory	3
COMM 5304	Strategic Communication Campaign Planning	3
COMM 5309	Strategic Message Design	3
<i>Elective Courses - 9 Hours from</i>		9
COMM 5307	Advanced Strategic Communication Research (Quantitative)	
COMM 5306	Advanced Strategic Communication Research (Qualitative)	
COMM 5308	Digital Strategic Communication	
COMM 5312	Advanced Strategic Communication Theory	
COMM 5313	Health Communication	
COMM 5314	Political Communication	
COMM 5315	Advocacy	
COMM 5316	Intercultural/Global Communication	
COMM 5352	Race, Gender, Identity and Strategic Communication	
<i>Project or Thesis Course <sup>1</sup></i>		6
COMM 5389	Capstone Project	
COMM 5390	Thesis (Initial)	
COMM 5391	Thesis (Sequential)	
<b>Total Hours</b>		<b>30</b>

<sup>1</sup> Students completing the Capstone Project will need to complete an additional course from the Elective Courses section