



MA, Strategic Communication – Program Plan

MA, Strategic Communication Overview

The *MA Strategic Communication* is an on-campus program that develops critical research skills associated with communication and leadership in ways that are grounded in theory and applicable to settings in a highly interactive world. It is designed for students with significant interests in researching communication phenomena and understanding human interaction and the role that communication plays in intercultural, interpersonal, organizational, and group contexts.

MA, Strategic Communication Curriculum – 36 credits

Scheduling Notes

- ❖ Courses are offered primarily on-campus and meet in the evenings from 5:00pm to 7:10pm or 7:20pm – 9:30pm. Check PirateNet for the most current listing.
- ❖ Fall, Spring and Summer courses are available, but course inventory varies by semester
- ❖ The course inventory varies each semester and does not follow a prescribed schedule. In conjunction with an academic advisor, students should check the published schedule available in PirateNet for each semester's course offerings.

Program Core – 9 credits

COMM 6000 Writing for the Organization and the Client
COTC 6100 Introduction to Organizational Communication
COST 7220 Effective Presentations

Thesis-Related Courses – 6 credits

COTC 7110 Communication Research
COMM 8190 Master's Project

** Communication Research is a prerequisite for Master's Project. Both thesis-related courses cannot be taken during the same semester. It is **recommended** to take Communication Research following completion of the Core Courses. It is **required** to earn 18 credits prior to enrollment in Communication Research.*

Elective Courses – 21 credits

In consultation with an academic adviser, students should select appropriate electives from the Strategic Communication section of the University's Graduate Catalogue.

