

# Strategic Communications (MA)

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*This program is offered by the School of Communications. It is available online.*

## **Program Description**

The Master of Arts (MA) in Strategic Communications is a comprehensive program providing students with an in-depth understanding of communication strategies, theories, and practices in professional settings. This program focuses on the evolving landscape of communication and media, equipping students with the knowledge and skills required to navigate and excel in the dynamic field of strategic communication.

Students examine core principles of effective communication, studying areas such as branding, digital and social media, public relations, advertising, crisis communication, analytics, and strategic planning. The curriculum is structured to integrate theoretical knowledge with practical applications, emphasizing critical thinking, creativity, and ethics in communications.

This degree will give students communications skills needed for career success and advancement.

## **Learning Outcomes**

Successful graduates of this program will be able to:

- Express a deep understanding of strategic communication and its application.
- Apply communication strategy to support or effect organizational outcomes, including how to implement data