



School of Communication and the Arts

FACT SHEET

Master of Arts in Communication

Major: Strategic Communication

Program Description

Students pursuing the Master of Arts in Communication with the Strategic Communication major will focus their attention on the how to create effective and powerful ways of communicating values, beliefs, social practices, and strategic messages through media, digital communication, and the arts. Courses will engage the student in studies that range from a critical understanding of how people process and understand stories, visual communication, entertainment, news and advertising to a practical knowledge of production theory and techniques for digital media. Students will learn how strategic communication is formulated and assessed across the global communication mediums now available through an international Internet-based communication network. The program is designed for students who have studied the humanities and arts and desire to advance that knowledge into graduate studies that will prepare them to take positions of leadership within the media industries, universities, colleges, and emerging digital milieu.

The strategic communication major is offered both on campus and online. The program is a highly structured cohort model of study consisting of 35 credit hours.

Leaders to Change the World! The program prepares graduates to assume positions of mid and upper-management in companies and corporations with digital media divisions and who manage communication distribution. This course of study reflects a desire for distinction among universities offering a curriculum by incorporating the following strategies:

- (All students enter the program in the fall term.) A 35 credit-hour degree program.
- A strong convergence of theory and practice.
- A team-teaching model in which specified courses will have a Lead Professor who will collaborate with one or two additional faculty members or adjuncts in an effort to provide a comprehensive learning experience using the Oxford hybrid model.
- A clearly defined series of pre-required skills within the digital media milieu; this should mitigate the potential experience/skill level disparity often found amongst incoming students.
- A unique culminating experience in which students are embedded in existing media-related organizations for an entire semester of professional experience. This directed project is intended to supersede any traditional internships in which oftentimes menial labor/tasks are assigned.

Degree Outcomes

- 1. Students will demonstrate critical and analytical skills in order to understand and evaluate the cultural, social, economic and creative effects of digital/strategic communication.
- 2. To prepare students for the effective creation, production and dissemination of digital content.
- 3. To provide our students with clear understanding of Christian worldview issues vis-à-vis the digital media environments and thus prepare students for leadership positions within the corporate milieu.

Program Requirements

Prerequisite: COM 504 Introduction to Graduate Communication Studies (1) - Online self-paced course required of all students without sufficient undergraduate work in communication; does not count toward degree program required hours; is assigned upon admission.

University Requirement

- UNIV LIB University Library Information Course (non-credit, fee based, online)

Required Courses (35 credit hours)

COM 600 Communication Theory, Ethics & Worldview.....	3
COM 636 Critical & Cultural Approaches to Digital Communication.....	3
COM 641 Directed Project in Digital Media.....	5
COM 642 The Christian in the Digital Age.....	3
SCA 542 Writing for the Digital Media.....	3
SCA 507 Digital Media Marketing.....	3
SCA 505 Communication Management in a Changing Digital World.....	3
SCA 610 Changing the World through Entertainment.....	3
SCA 628 Leadership Issues in Media.....	3
SCA 641 Law, Policy, & Ethics in the Interactive Age.....	3
<i>Students will choose one of the following in consultation with the Professor of Record:</i>	
SCA 550 Digital Content Development	3
SCA 551 Advanced Internet & World Wide Web Technologies	3
Total Credit Hours.....	35

Culminating Activity

COM 641 Directed Project in Digital Media taken in the last semester is the culminating activity.

Department Chair:

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