Top of Form

* + Department of Communication
* **Degree:\***

         

* + Master of Arts
* **If proposing a new Degree Type, enter it in this field.**
* **Program Name:\***

Strategic Communication (MA)

* **Provide a brief summary of the proposed program and describe the rationale:\***

The proposed Master of Arts degree in Strategic Communication will build upon the Department of Communication’s existing reputation of quality undergraduate education within the fields of public relations, digital media, and strategic communication. Students in this proposed program are expected to develop a deeper understanding of strategic communication and acquire the skill set to apply what they learn in the professional world. These students will be able to immediately apply the theoretical and practical content of the coursework to their current and future positions of employment. All of this will be accomplished in a flexible program that a student can complete while maintaining full-time employment in as little as two years.

* **List only New Courses that are being currently submitted for this program:\***

COMM702     Principles of Strategic Communication

COMM703     Communication Research

COMM706     Communication Theory

COMM719     Reputation Management

COMM722     Crisis Communication

COMM724     Public Relations Writing

COMM725     Branding

COMM729     Topics in Public Relations

COMM731     Interactive Marketing

COMM733     Writing for Digital Media

COMM734     Digital Media Content Strategy

COMM735     Social Media Management

COMM736     User Data Analytics

COMM739     Topics in Digital Media

COMM740     Effective Health Communication

COMM751     Digital Political Strategy

COMM752     Sports Communication & Branding

COMM753     Media Analytics

COMM754     Communication and Leadership

COMM756     Advanced Strategic Communication Writing

COMM769     Strategic Communication Capstone

* **List any courses from outside departments being utilized in the curriculum:\***

There are no courses from outside the Department of Communication that will be used in this program.

* **Resolution:\***

Resolution for Approval of a new MA degree in Strategic Communication

WHEREAS,       there is a well-documented need for Strategic Communication, Public Relations, Digital Media, and Social Media professionals and a nation-wide demand for these professionals, with a projected growth of 9-10% through 2026 by the United States Bureau of Labor and Statistics, and

WHEREAS,       the Department of Communication is ideally positioned to develop such a program, drawing upon the strengths of our existing faculty as well as professionals in the field to support the program, and

WHEREAS,       the Department of Communication has brought in consultants who have expertise in developing online educational programs, including those like this one in Strategic Communication, to provide expert advice for the development of the program curriculum, and

WHEREAS,       the Department of Communication has the support of the College of Arts and Science’s Office of the Dean, and

WHEREAS,       the proposed program will contribute in the support of the major academic initiatives of both the College of Arts and Sciences and the University of Delaware, be it therefore

RESOLVED,      that the Faculty Senate recommends, provisionally for five years, the establishment of a new MA degree in Strategic Communication.