Strategic Communication (MA)

So that there is a clear differentiation between courses that are offered in this online degree program and the in person, on the ground MA and PhD programs within the Department of Communication a number of courses are being replaced with newly created courses intended strictly for online Strategic Communication students.

Also, we have removed the requirement of the Graduate Record Examination (GRE). Due to the nature of the degree program and the increased evidence that the GRE scores show significant deviations across sex and race (and accessibility can be an issue due to its cost) we have decided to remove this requirement from the degree’s application requirements.

Lastly, per the request of the registrar’s office, as the Faculty Senate attempts to manage the student expectations when a program uses the word “concentration” in degree programs, the word concentration was been changed to the word specialization throughout this program policy statement.

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

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

COMM721: Public Relations Campaigns

COMM723: Strategic Communication Campaigns

COMM727: PR Management

COMM728: Strategic Communication and Persuasion

COMM732: Social Media Campaigns