

COMMUNICATION (MA) - STRATEGIC COMMUNICATION MANAGEMENT TRACK

Program Overview

With the rapid progression of technology, communication may have become easier and more convenient, but the complexity of the field has grown as well. Columbus State University's Master of Arts in Communication will prepare you to strategically craft messages through different mediums, communicate with clientele in a variety of settings, produce creative content, and manage communication campaigns.

Offering two tracks, Strategic Communication Management and Creative Services Management, the master's program allows you to immerse yourself in both theory and practice. Learn how to apply communication constructs in the "real world," build relationships, and prepare yourself for the many career opportunities waiting for you.

Career Opportunities

Earning your Master of Arts in Communication- Strategic Communication Management prepares you for various careers including:

- Public Relations Director
- Strategic Communication Specialist
- Non-profit Communication Director

Program of Study

Code	Title	Credit Hours
Program of Study (30 Hours)		
Program Core		15
COMM 6116	Communication Ethics	
COMM 6156	Communication Theory	
COMM 6157	Communication Research	
COMM 6765	Graduate Proseminar	
Select five credit hours from the following courses:		
COMM 6965	Graduate Thesis Research	
	or COMM 69 Graduate Professional Project	
COMM 6967	Thesis or Professional Project Defense	
Program Track		15
COMM 5165G	Media Management and Economics	
COMM 6275	Strategic Social Media and Data Analytics	
COMM 6135	Strategic Crisis Management	
COMM 6145	Strategic Communication Campaign Management	
Select three hours from the following courses:		
COMM 6235	Client Relations	
COMM 6237	Persuasive Content Production	
COMM 6257	Persuasive Content Campaigns	
COMM 5555G	Special Topics	
Total Credit Hours		30

Admission Requirements

- Minimum grade point average (GPA) of 3.0 on all undergraduate work from an accredited institution or program in fulfillment of the requirements for a baccalaureate degree in a related field
- Brief department application, using the provided form (PDF)

If an applicant does not meet the required overall 3.0 GPA, the applicant may choose to strengthen their application by submitting one or more of the following:

- A one-page statement of purpose for entering the master's program
- A current resume or CV
- 1-3 letters of recommendation (academic or professional, no personal recommendations, using the provided form (PDF)
- Writing sample or work portfolio (academic or professional)