

# COMMUNICATION (MA) - CREATIVE SERVICES MANAGEMENT TRACK

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## 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 (100% online) and Creative Services Management (courses offered online and low-residency), 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- Creative Services Management prepares you for various careers including:

- Creative Services Producer
- Social Media Director
- Digital Communication Director