

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 (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- 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		9
COMM 6116	Communication Ethics	
COMM 6156	Communication Theory	
COMM 6157	Communication Research	
Program Track		12
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 either Thesis/Project Option or Comprehensive Exam Option		9
Thesis/Project Option		
COMM 6765	Graduate Proseminar	
COMM 6967	Thesis or Professional Project Defense	
Select five credit hours from the following courses		
COMM 6965	Graduate Thesis Research	
or COMM 69 Graduate Professional Project		
Select one of the following electives:		
COMM 6235	Client Relations	
COMM 6237	Persuasive Content Production	
COMM 6257	Persuasive Content Campaigns	
COMM 5555G	Special Topics	
Comprehensive Exam Option		

COMM 6766 Comprehensive Review and Exam

Select two of the following electives:

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)