



COLLEGE OF LETTERS AND SCIENCES

MASTER OF ARTS IN STRATEGIC COMMUNICATIONS

Learn the Theory and Practice of Effective Communication

A Master of Arts in Strategic Communications will prepare you for the challenges in developing, planning, and evaluating communication strategies in a complex, global environment. You'll explore theoretical and practical approaches to developing strategic communication programs that will help your organization meet goals and objectives. You'll develop analytical and practical tools for leading communication efforts and hone your skills in strategic thinking, logical analysis, and solution generation.

By comparing traditional media to new media, you'll understand how to develop and apply initiatives for outlets such as social media and digital media. You'll complete the program with a deep understanding of the theories of communication and persuasion and the ability to lead and participate in the development of organizational communication strategies.

Program highlights:

- Entire program can be completed online
- Use research to evaluate and support communication and messaging
- Manage campaigns using budgets, task lists, and project schedules
- Apply research to communication campaigns and messaging
- Create persuasive campaigns that meet ethical standards
- Learn to lead and collaborate while participating in group tasks and presentations

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**NATIONAL
UNIVERSITY**

MASTER OF ARTS IN STRATEGIC COMMUNICATIONS

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The Master of Arts in Strategic Communications prepares students to assume professional positions in organizations that must meet the challenges of operating in an increasingly complex and interdependent global environment. A Master's in Strategic Communications equips graduates with both theoretical and practical approaches to developing strategic communications programs that enable organizations to meet their goals and objectives. Each course provides an essential stepping stone on the way to planning, executing, and evaluating effective strategic communications efforts.

The objective of the MA in Strategic Communications program is to develop effective, strategically sophisticated professionals who possess the full complement of analytical and practical tools to lead communication efforts. It fosters strategic thinking, logical analysis, and solution generation. Upon completion of the degree, graduates will have the skills to develop and implement communications initiatives using both traditional and emerging channels such as social networks, blogs, podcasts, and mobile media.

Graduates will acquire an array of intellectual, managerial, and communication skills and competencies, including: an understanding of communications opportunities; the ability to carry out analyses of organizational communications needs; the knowledge to conduct audience analysis, as well as formative and evaluative research; the training to develop, implement, and evaluate appropriate strategies and tactics to reach multiple publics; and professional-level writing and presentation skills.

At the completion of the Master of Arts in Strategic Communications, graduates will emerge with a deep understanding of the theories of communication and persuasion, an ability to lead and participate in the team development of organizational communication strategies, and the practical skills to plan, produce, and evaluate strategic communications programs and campaigns.

This degree requires that students be able to write in English at an advanced level. If writing skills need improvement, the student may be required to enroll in a writing course before continuing in the program. Applicants for whom English is a second language are encouraged to take the Accuplacer English as a Second Language Placement Test.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Produce multi-public, multi-channel communication campaign planning documents.
- Manage communication campaigns by producing budgets, task lists, and schedules.
- Apply formative research to develop communication campaigns and messages.
- Create persuasive campaigns that meet professional ethical standards.
- Evaluate communication campaigns by conducting summative research.
- Deliver professional communication presentations online.
- Demonstrate leadership and collaborative skills by participating in group tasks and presentations as leader and team member.

Degree Requirements

To receive a Master of Arts in Strategic Communications, students must complete at least 45 quarter units of graduate work, of which a minimum of 40.5 quarter units must be taken in residence at National University. Students can transfer up to 4.5 quarter units at the graduate level from a regionally accredited institution in the areas of communication or business, provided the units have not been used to satisfy the requirements of an awarded degree. Students wishing to transfer credits into the program should contact the Academic Program Director. Refer to the section in the graduate admission requirements for additional specific information regarding application and matriculation.

Core Requirements

(10 courses; 45 quarter units)

COM 600	Comm. in Global Environment
COM 603	Emerging Interactive Media
COM 610	Integrated Marketing Comm.
COM 615	Research Methods
COM 620	Crisis Communications
COM 625	Campaign & Program Management
COM 630	Campaign & Program Evaluation
	<i>Prerequisite: COM 610 and COM 615</i>
COM 640	Persuasion
COM 650	Legal and Ethical Issues
COM 660	Capstone Project