

MA in Strategic Communication Program Planner

Name: _____ Empl. ID: _____
Last
First
MI

Email Address: _____

MA in Strategic Communication Degree requires 36 credits in total.				
Core Required Courses (18 credits)		Credits	Term	Status
COM 9139	Communication Strategy	3		
COM 9635	Quantitative Research Methods	3		
COM 9640	Qualitative Research Methods	3		
COM 9700 or COM 9900	Final Masters' Project Bootcamp Independent Study in Strategic Communication <i>Pre-requisites COM 9635 & COM 9640</i>	3		
COM 9510	Legal and Ethical Issues in Strategic Communication	3		
Exit Requirement				
Either COM 9991 or COM 9992	MA Thesis in Strategic Communication MA Capstone Project in Strategic Communication <i>Pre-requisites COM 9635, COM 9640, and COM 9700 or 9900</i>	3		
Elective Courses (18 credits)		Credits	Term	Status
Any six of the following must be completed for a total of 18 credits.				
Elective Courses offered on a regular basis:				
COM 9620	Corporate Communications	3		
COM 9140	Organizational Storytelling	3		
COM 9141	Rethinking Cultures of Work	3		
COM 9142	Organizational Thought Leadership	3		
COM 9505	Media Analysis	3		
COM 9625	Corporate Culture & Sustainability	3		
COM 9626	Counseling the Corporation	3		
COM 9630	Corporate Media Relations	3		
COM 9642	Power, Privilege, and Difference	3		
COM 9652	Crisis Communication	3		
COM 9653	Investor Relations	3		
COM 9654	Internal Communication	3		
COM 9658	Reputation Management	3		
COM 9660	Special Topics in Corporate Communication (Strategic Communication)	3		
COM 9660	Special Topics in Corporate Communication (Strategic Communication)	3		
COM 9661	Special Topics in Corporate Communication (Strategic Communication)	1		
COM 9662	Special Topics in Corporate Communication (Strategic Communication)	2		
COM 9663	Special Topics in Corporate Communication (Strategic Communication)	1.5		
COM 9671	Organizational Responses to Social Movements and Social Media	3		
COM 9800	Internship in Strategic Communication*	3		
COM 9801	Internship in Strategic Communication (repeatable for up to 3 credits)*	1		
COM 9900	Independent Study	3		

Other Elective Courses:		Credits	Term	Status
COM 9108	Communication and Information Technology	3		
COM 9501	Corporations and Media	3		
COM 9515	Graphic Design for Media Professionals	3		
COM 9627	Work-Life Communication	3		
COM 9636	Corporate Representation in Film, TV, Advertising, and New Media	3		
COM 9641	From Plato to Twitter: A History of Influence, Media, and Public Opinion	3		
COM 9671	Organizational Responses to Social Movements and Social Media	3		
COM 9650	Multinational Corporate Communication and Culture	3		
COM 9651	Persuasion and Advocacy	3		
COM 9655	Corporate Advertising, Image, and Identity	3		
COM 9656	International Business Communication	3		
COM 9657	Video Production for Corporate Communication	3		
COM 9659	Business Issues for Corporate Communicators	3		
COM 9670	Global Communication, Media, and Culture	3		
COM 9672	Visual Culture	3		
COM 9673	Theories of Globalization and Culture	3		
COM 9674	International Perspectives on Digital and Media Literacy	3		

MA in Strategic Communication Degree requires 36 credits in total. Students must take 18 core required credits and 18 credits of elective coursework.

SUMMARY:

Core Courses: _____ Elective Courses: _____ Total Credits: _____

Student Signature: _____ Date: _____

Advisor Signature: _____ Date: _____

Notes

Prerequisites/Recommendations/Reminders

- * For students who entered the program prior to Fall 2025- please refer to the MA in Corporate Communication program planner on the WSAS Graduate Studies Academic Advising webpage.
- * Students who enter in Fall 2025 are required to take COM 9139 and may also take COM 9620 in a future semester as an elective.
- * An internship in Strategic Communication is strongly recommended for those students with less than three years of professional experience, and international students who would benefit from an experience in a US setting.