

# MA in Strategic Communication

Learn more about the MA in Strategic Communication program. (<https://www.apu.edu/comm/programs/strategic-communication-masters/>)

## Requirements

Code	Title	Units
<b>Core Courses</b>		
COMM 500	Strategic Communication Theory and Practice	3
COMM 502	Writing and Media Content Development	3
COMM 503	Research Methods	3
COMM 504	Digital Analytics and Consumer Insights	3
COMM 505	Ethics in Strategic Communication	3
COMM 506	Reputation Management	3
COMM 590	Professional Project I	3
COMM 596	Professional Project II	3
<b>Electives</b>		<b>6</b>
Choose two of the following:		
COMM 507	Case Studies in Strategic Communication	
COMM 513	Strategic Branding	
COMM 520	Global Strategic Communication	
COMM 595	Special Topics in Strategic Communication	
<b>Total Units</b>		<b>30</b>

## Admission

University graduate admission and program-specific requirements must be met before an application is complete (see Admission to the University (<http://catalog.apu.edu/admissions/>)). **Program-specific application requirements are available online (<https://www.apu.edu/graduateprofessional/apply/>).**

International students should contact Graduate and Professional Admissions (<https://www.apu.edu/graduateprofessional/apply/>) for application procedures.

## Program Learning Outcomes

### Program Learning Outcomes

Students who successfully complete this program shall be able to:

1. Demonstrate mastery of the knowledge, skills, and research appropriate to strategic communication professionals.
2. Create professional-quality strategic communication materials that meet the needs of a wide variety of diverse communities.
3. Examine business and organizational fundamentals related to the strategic communication field as well as various for-profit and nonprofit settings.
4. Produce high-quality multimedia content that demonstrates clarity of writing, mastery of transmedia platforms, and design expertise for a variety of audiences.
5. Incorporate faith-based decision making, professional ethical standards, and legal foundations in the pursuit of Truth, equity, and fairness in the strategic communication space.