

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
Core Courses		
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
Electives		6
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	
Total Units		30

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

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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.