

MA in Strategic Communication

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.