

STRATEGIC COMMUNICATION (M.A.) - CRISIS COMMUNICATION

Important: This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

| Code | Title | Hours |
|---------------------|---|-----------|
| Core Courses | | |
| STCO 526 | Strategic Storytelling | 3 |
| STCO 532 | Media Technologies & Communication Strategies | 3 |
| STCO 533 | Video, Social & Mobile Promotion | 3 |
| STCO 534 | Strategic Media Analysis | 3 |
| STCO 546 | Effective Media Analysis | 3 |
| STCO 550 | Best Practices: Transforming the Digital Organization | 3 |
| STCO 622 | Organizational Communication Theory and Practice | 3 |
| STCO 681 | New Beginnings: Research, Insight, and Application | 3 |
| Total Hours | | 24 |

| Code | Title | Hours |
|-------------------------------------|-----------------------------------|----------|
| Crisis Communication Cognate | | |
| COPR 540 | Crisis Communication and Planning | 3 |
| COPR 545 | Crisis Communication and Strategy | 3 |
| COPR 640 | Analytics in Crisis Communication | 3 |
| Total Hours | | 9 |

All applicable prerequisites must be met

Graduation Requirements

- Complete 33 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format

Course Sequence

| Course | Title | Hours |
|-----------------------|------------------------|-------|
| First Semester | | |
| STCO 526 | Strategic Storytelling | 3 |

| Course | Title | Hours |
|------------------------|---|-----------|
| STCO 532 | Media Technologies & Communication Strategies | 3 |
| STCO 550 | Best Practices: Transforming the Digital Organization | 3 |
| Hours | | 9 |
| Second Semester | | |
| STCO 533 | Video, Social & Mobile Promotion | 3 |
| STCO 534 | Strategic Media Analysis | 3 |
| STCO 546 | Effective Media Analysis | 3 |
| Hours | | 9 |
| Third Semester | | |
| COPR 540 | Crisis Communication and Planning | 3 |
| COPR 545 | Crisis Communication and Strategy | 3 |
| STCO 681 | New Beginnings: Research, Insight, and Application | 3 |
| Hours | | 9 |
| Fourth Semester | | |
| COPR 640 | Analytics in Crisis Communication | 3 |
| STCO 622 | Organizational Communication Theory and Practice | 3 |
| Hours | | 6 |
| Total Hours | | 33 |