STRATEGIC COMMUNICATION (M.A.) - DIGITAL COMMUNICATION

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. 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	Writing for Effective Social Media	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
Digital Communication Cognate		
STCO 562	Using Emerging Trends in Strategic Communication	3
STCO 639	Digital Storytelling	3
STCO 658	Strategic Communication Campaigns for the Digital Age	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 Resident & Online Format
Course Sequence

Course	Title	Hours
First Year		
First Semester		
STCO 532	Media Technologies & Communication Strategies	3
STCO 550	Best Practices: Transforming the Digital Organization	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
	Hours	**9**
Second Semester		
STCO 526	Strategic Storytelling	3
STCO 533	Video, Social & Mobile Promotion	3
STCO 546	Effective Media Analysis	3
	Hours	**9**
Second Year		
First Semester		
STCO 534	Strategic Media Analysis	3
STCO 562	Using Emerging Trends in Strategic Communication	3
STCO 681	New Beginnings: Research, Insight, and Application	3
	Hours	**9**
Second Semester		
STCO 622	Organizational Communication Theory and Practice	3
STCO 639	Digital Storytelling	3
	Hours	**6**
	Total Hours	**33**