

STRATEGIC COMMUNICATION (M.A.) - PUBLIC RELATIONS

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
Public Relations Cognate		
COPR 510	Public Relations Writing	3
COPR 515	Public Relations Planning	3
COPR 610	Communicating Organizational Change	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
STCO 532	Media Technologies & Communication Strategies	3

Course	Title	Hours
STCO 550	Best Practices: Transforming the Digital Organization	3
Hours		9
Second Semester		
COPR 510	Public Relations Writing	3
STCO 533	Video, Social & Mobile Promotion	3
STCO 546	Effective Media Analysis	3
Hours		9
Third Semester		
COPR 515	Public Relations Planning	3
STCO 534	Strategic Media Analysis	3
STCO 681	New Beginnings: Research, Insight, and Application	3
Hours		9
Fourth Semester		
COPR 610	Communicating Organizational Change	3
STCO 622	Organizational Communication Theory and Practice	3
Hours		6
Total Hours		33