

# 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
<b>Core Courses</b>		
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
<b>Total Hours</b>		<b>24</b>

Code	Title	Hours
<b>Public Relations Cognate</b>		
COPR 510	Public Relations Writing	3
COPR 515	Public Relations Planning	3
COPR 610	Communicating Organizational Change	3
<b>Total Hours</b>		<b>9</b>

*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
<b>First Semester</b>		
STCO 526	Strategic Storytelling	3
STCO 532	Media Technologies & Communication Strategies	3

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