

MASTER OF ARTS IN STRATEGIC COMMUNICATION (M.A.)

Purpose

The residential and online Master of Arts in Strategic Communication, a 33-credit-hour program, offers a professional curriculum that emphasizes the principles and practices needed to succeed in the great variety of careers related to growing organizations in the digital communication age. It is designed for all levels of education: for those holding an undergraduate degree who wish to build and/or enhance promotional skills; for continuing education and working adults who wish to pursue a graduate degree with integrated marketing communications at its core; and for those pursuing educational careers who want greater opportunity through courses that link theory and technique. Students are pushed to gain the skills necessary, through hands-on digital and project settings, to enhance their current career or begin a new one.

Program Learning Outcomes

The student will be able to:

- Critically analyze and apply strategic communication principles and practices based on their knowledge of the literature of the discipline.
- Formulate and apply a working knowledge of the strategic and integrated marketing communication tools and techniques.
- Integrate strategic communication principles and professional practices with a Christian Worldview.

Program Specific Admission Procedures

In addition to the general admission requirements, specific admission procedures to the M.A. in Strategic Communication are as follows:

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 3.0 GPA for undergraduate study. Applicants with a GPA of 2.0 to 2.99 (on a 4.00-point scale) may be considered for enrollment in the program on a Cautionary basis.
3. TOEFL Scores for students who speak English as a second language (score of 600 paper-based test; 250 computer-based test, 80 internet-based test).

Transfer Credit

Students may transfer up to 15 credit hours of graduate-level courses in communication from an accredited institution subject to department approval. In order to transfer credit, students must have earned the minimum grade of B-; and courses must have been completed within 10 years of the start date of the program. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

Program of Study

Delivery Format: Residential and Online

- Strategic Communication (M.A.)

Career Opportunities

- Advertising and Public Relations
- Business Marketing
- Communication Analyst
- Communications Manager/Director
- Corporate Communications
- Public Relations Consulting
- College or University Professor