

DOCTOR OF PHILOSOPHY IN STRATEGIC MEDIA (PH.D.)

- Communications Executive
- Advertising/Public Relations Executives
- Chief Customer Experience Officer
- Research Manager

Purpose

The Ph.D. in Strategic Media is designed to prepare competent researchers, effective leaders, and skilled practitioners with a biblical worldview who will model high standards and assume leadership roles within various organizations - both for-profit and non-profit - in the context of the fields of communication. Researchers and practicing leaders in this field are seen as those who assume a role in shaping the future direction of policies, goals, and objectives within a communication setting, whether it be in academic, corporate or church-affiliated settings.

Program Learning Outcomes

The student will be able to:

- Create effective strategic media solutions and applications using qualitative and quantitative tools.
- Synthesize theoretical and applied concepts and approaches based upon research and knowledge of the literature of the strategic media discipline.
- Conduct original research that adds to the applied knowledge base of strategic media fields.
- Integrate a biblical worldview through decision-making and leadership in organizations using strategic media.

Program Specific Admission Procedures

1. Conferred Master's degree 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 graduate study.
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 30 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 7 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: Online Only

- Strategic Media (Ph.D.)

Career Opportunities

- Social Media Executive
- Vice President of Customer Satisfaction
- Director of Online Sales & Services
- University Professor
- University Administrator