

PROMOTION & VIDEO CONTENT (M.A)

Important: This degree plan is effective for those starting this degree program in fall 2020 through summer 2021. 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		
COMS 560	Communication and Conflict	3
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 638	Video Storytelling	3
STCO 658	Strategic Communication Campaigns for the Digital Age	3
STCO 681	New Beginnings: Research, Insight, and Application	3
Total Hours		33

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-) 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
- Liberty University course work that is more than 10 years old may not be applied towards this degree. Students are required to repeat the course if it has exceeded the age limit
- Submission of Graduation Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format