

Strategic Communications (MA)

This program is offered by the School of Communications. It is available online.

Program Description

The Master of Arts (MA) in Strategic Communications is a comprehensive program providing students with an in-depth understanding of communication strategies, theories, and practices in professional settings. This program focuses on the evolving landscape of communication and media, equipping students with the knowledge and skills required to navigate and excel in the dynamic field of strategic communication.

Students examine core principles of effective communication, studying areas such as branding, digital and social media, public relations, advertising, crisis communication, analytics, and strategic planning. The curriculum is structured to integrate theoretical knowledge with practical applications, emphasizing critical thinking, creativity, and ethics in communications.

This degree will give students communications skills needed for career success and advancement.

Learning Outcomes

Successful graduates of this program will be able to:

- Express a deep understanding of strategic communication and its application.
- Apply communication strategy to support or effect organizational outcomes, including how to implement data driven decision making in planning, executing, and evaluating communication initiatives.
- Develop strategic, multi-platform messaging programs that utilize breakthrough communications strategies.
- Distinguish the influences of media and culture on global strategic communications.

Program Curriculum

The 36 credit hours required for the MA in strategic communications include the following courses:

Core Courses (36 credit hours)

- MEDC 5300 Strategic Communications (3 hours)
- STCM 5210 Digital Media Strategy (3 hours)
- STCM 5250 Analytics for Strategic Communications (3 hours)
- STCM 5260 Visual Storytelling for Strategic Communications (3 hours)
- PBRL 5322 Public Relations (3 hours)
- ADVT 5321 Advertising Decision-Making (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- MEDC 5360 International Communications (3 hours)
- PBRL 5323 Organizational Communications (3 hours)
- PBRL 5465 Crisis Management Communications (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission

Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.