

STRATEGIC COMMUNICATION AND MEDIA (M.A.)

For details about this program, including program description, admission requirements, and contact information, [click here](#).

Program Requirements

Code	Title	Credits
Learning Modules		
Complete five Learning Modules (for 6 credits each) for a total of 30 credits.		30
Stakeholders Module		
STCM 510 & STCM 515	Stakeholder Insights and Data Analytics	
Strategic Communication Module		
STCM 520 & STCM 525	Crisis Communication and Strategic Branding	
Digital Content Creation Module		
STCM 530 & STCM 535	Multimedia Storytelling and Applied Media Production	
Digital Leadership Module		
STCM 540 & STCM 545	Leading Digital Social Advocacy and Guiding Innovation and Change in the Digital Media Landscape	
Social Media Module		
STCM 550 & STCM 555	Influencer Marketing in Social Media and Social Media Strategy and Campaign Design	
Industry Bootcamp Module (low-residency practicum)		
STCM 560	Industry Bootcamp	
Total Credits		30