

# COLLEGE OF COMMUNICATION AND FINE ARTS

*The mission of the College of Communication and Fine Arts is to provide excellence in instruction in selected communication, foreign language, and fine arts disciplines along with practical experiences in journalism, mass communication, music, speech communication, and public relations. The college encourages responsible, ethical, and professional conduct within and beyond its institutional boundaries that enhance the success of its students.*

success in all major professions. Prior to completion of the program, the student will successfully complete a capstone strategic communication course.

Upon completion of the degree program, the student will have a thorough knowledge of critical thinking regarding strategic communication through a myriad of courses ranging from communication research to theories of strategic communication, ethics and legal issues in communication to advertising and public relations and online media communication systems. The student will succeed in a theoretically grounded, multifaceted media learning environment.

The following outlines the additional expected program learning outcomes of participants enrolled in the Master of Science Degree in Strategic Communication:

- Knowledge of digital media and multi-media platforms and their application in public and communication industries.
- Develop a framework on how to use the evolving communication models to better serve the public with information.
- 3. Provide an official Troy University Letter of Recommendation that addresses the individual's potential for success in the Master of Science in Strategic Communication.

## Admission Requirements

Unconditional Admission

1. Hold a baccalaureate degree from a regionally accredited college or university with a minimum overall undergraduate grade point average of 2.5 (4.0 scale) or a 3.0 grade point average on the last 30 semester hours. All hours attempted in the term in which the 30 semester hours were reached.

exam [GRE 290 (850 on the old exam) (verbal plus quantitative), MAT 385 or GMAT 380]. Official test score required.

AND

4. Provide an official Troy University Letter of Recommendation that addresses the individual's potential for success in the Master of Science in Strategic Communication.





