

using the multiple languages and tools of the communication and fine arts disciplines; to make intelligent decisions in an increasingly complex and diverse, media-driven society;

MASTER OF SCIENCE IN STRATEGIC COMMUNICATION

Students should consult the General Regulations section of the Graduate Catalog for additional information regarding Graduate School admission requirements, transfer credit, and other critical policies and procedures.

The Master of Science Degree in Strategic Communication, offered by the Hall School of Journalism and Communication in Troy University’s College of Communication and Fine Arts, is modeled on a futuristic perspective and detours from traditional graduate programs. This is a program that focuses on the leading-edges of communication issues and positions graduates for immediate responses to the new realities facing today’s communication industries.

The online delivery system of the Strategic Communication program appeals to professionals across various disciplines seeking to add the skills m

Knowledge of digital media and multi-media platforms as they pertain to communication and leadership;
 Academic research skills in strategic communication and related scholarly fields;
 Critical thinking;
 Written professional communication skills;
 Professional network formation;
 Knowledge of and the skills to study the emerging communication trends and how online media impact the public and communication industries;
 Develop a framework on how to use the evolving communication models to better serve the public with information

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 will be used to calculate the grade point average.
2. Provide an official Troy University Letter of Recommendation that addresses the individual’s potential for success in the Master of Science in Strategic Communication.
3. Provide an official baccalaureate w _____ ers; to communicate e

Conditional Admission

Conditional admission does not apply to this program.

Accelerated BS/MS Strategic Communication Admission

Certain qualified honors students who successfully complete the Troy Strategic Communication Accelerated Honors Option will be allowed to transfer up to nine hours of Master of Science in Strategic Communication graduate courses earned during their senior ~~year~~

Required Coursework: (15 Semester Hours)

- COM 6600 3 Communication and Influence
- COM 6605 3 Strategic Communication Theories
- COM 6691 3 Strategic Communication Inquiry & Research
- COM 6699 3 Strategic Communication Capstone
- JRN 6640 3 Communication Law and Ethics

Elective Coursework: (15 Semester Hours)

- COM 6610 3 Leadership and Media Strategies
- COM 6620 3 Contemporary Issues in Strategic Communication
- COM 6630 3 Strategic Communication & Emerging Media
- COM 6640 3 Global Communication
- COM 6635 3 Strategic Organizational Communication
- JRN 6600 3 Media Management
- JRN 6615 3 Public Relations and Strategic Communication
- JRN 6635 3 International Advertising

2020-2021

TROY UNIVERSITY
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
G a a D P a a P R
30 Semester-Hour Program

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