

Strategic Communication, MA

JMC:5285

Strategic Communication
Externship

3

For a more detailed description of the MA in strategic communication, contact the School of Journalism and Mass Communication.

Requirements

The Master of Arts program in strategic communication requires a minimum of 30 s.h. of graduate credit. Courses for the program are offered online.

The curriculum consists of core courses, electives, and a capstone project in place of a thesis. In most courses, students are encouraged to introduce case studies and projects from their workplace.

The MA with a major in strategic communication requires the following coursework.

Core Courses

| Course # | Title | Hours |
|---------------|---|-------|
| All of these: | | |
| JMC:5220 | Foundations of Strategic Communication | 3 |
| JMC:5225 | Digital Strategic Communication | 3 |
| JMC:5230 | Strategic Communication Writing | 3 |
| JMC:5235 | Strategic Communication Research | 3 |
| JMC:5290 | Capstone Project in Strategic Communication | 3 |

Electives

In consultation with their advisors, students earn 15 s.h. in elective coursework chosen from the list below. They also may choose other electives that are appropriate for their individual programs, drawing from courses offered by the School of Journalism and Mass Communication and by other University of Iowa departments and programs.

| Course # | Title | Hours |
|----------|---|-------|
| JMC:5236 | Topics in Strategic Communication | 3 |
| JMC:5238 | Strategic Communication Campaigns | 3 |
| JMC:5243 | Copywriting for Strategic Communication | 3 |
| JMC:5248 | Strategic Political Communication | 3 |
| JMC:5250 | Strategic Communication for Nonprofits | 3 |
| JMC:5255 | Strategic Global Communication | 3 |
| JMC:5260 | Digital Analytics for Strategic Communication | 3 |
| JMC:5266 | Risk Communication | 3 |
| JMC:5267 | Strategic Health Care Communication | 3 |
| JMC:5269 | Media Management for Strategic Communicators | 3 |
| JMC:5270 | Leadership Communication | 3 |