Strategic Communication, MA

Learning Outcomes

A candidate for a professional master's degree is expected to demonstrate knowledge and skills in the chosen discipline. Graduates will:

- be able to generate innovative and integrative solutions to communication problems that impact organizations and communities;
- evaluate and apply strategic communication and public relations theories broadly conceived to a range of social, cultural, and other contextual and communicative settings;
- learn to interpret and contribute to strategic communication research using qualitative and quantitative methods;
- demonstrate familiarity with relevant subfields of scholarship, synthesize existing knowledge, and identify and access appropriate resources and other sources of relevant information;
- grow their human capital through the attainment of relevant communication knowledge and skills and the ability to be effective team members and leaders in a diverse and complex world; and
- demonstrate professional skills, adhere to ethical standards in the discipline, and listen, give, and receive feedback effectively.