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.

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

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:5220</td>
<td>Foundations of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5225</td>
<td>Digital Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5230</td>
<td>Strategic Communication Writing</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5235</td>
<td>Strategic Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5290</td>
<td>Capstone Project in Strategic Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:5236</td>
<td>Topics in Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5238</td>
<td>Strategic Communication Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5243</td>
<td>Copywriting for Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5248</td>
<td>Strategic Political Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5250</td>
<td>Strategic Communication for Nonprofits</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5255</td>
<td>Strategic Global Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5260</td>
<td>Digital Analytics for Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5266</td>
<td>Risk Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5267</td>
<td>Strategic Health Care Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5269</td>
<td>Media Management for Strategic Communicators</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5270</td>
<td>Leadership Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:5285</td>
<td>Strategic Communication Externship</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Admission

Applicants must meet the admission requirements of the Graduate College; see the Manual of Rules and Regulations on the Graduate College website.

Applications for admission to the program are accepted all year.

Career Advancement

The strategic communication program is designed for professionals in a wide variety of areas, such as corporate and organizational communication, public relations, integrated marketing communication, advertising, political and public affairs communication, health communication, event management, risk communication, and professional writing. The program focuses on the skills, knowledge, and experience that working professionals need, including the ability to anticipate and meet the challenges of radical change in the media landscape.

Academic Plans

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.
Strategic Communication, MA

Course Title Hours
Academic Career Any Semester
30 s.h. of graduate level coursework must be completed; graduate transfer credits allowed upon approval. More information is included in the General Catalog and on department website. a, b

Graduate College program GPA of at least 2.75 is required. c

First Year
Fall
JMC:5220 Foundations of Strategic Communication 3
Elective course e 3
Hours 6
Spring
JMC:5230 Strategic Communication Writing 3
e
Elective course e 3
Hours 6
Summer
JMC:5236 Topics in Strategic Communication 3

Second Year
Fall
JMC:5225 Digital Strategic Communication 3
d
JMC:5235 Strategic Communication Research 3
d
Elective course e 3
Hours 9
Spring
JMC:5290 Capstone Project in Strategic Communication d 3
e
Elective course e 3
Hours 6
Total Hours 30

a Most students take two courses per semester with some summer courses; program courses are offered online.
b Students must complete specific requirements in the University of Iowa Graduate College after program admission. Refer to the Graduate College website and the Manual of Rules and Regulations for more information.
c Graduate College program GPA is comprised of all courses that are approved degree requirements. If a student takes more than the minimum required number of semester hours to complete the degree, but all courses taken are eligible to count toward the degree, those courses will be included in the Graduate College program GPA.
d Students must complete JMC:5220, JMC:5225, JMC:5230, JMC:5235, JMC:5290; work with faculty advisor to determine required core coursework and sequence.
e Students may complete graduate elective coursework based on their specific career goals; electives (3000 level or above) may be taken from within the program or across the university. Work with faculty advisor to determine elective coursework and sequence.

f SJMC usually offers a JMC:5236 topics course in summer. Students may also opt to take an elective across the university.