

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 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 most courses, students are encouraged to introduce case studies and projects from their workplace.

The MA 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. At least 9 s.h. of electives must be in journalism and mass communication courses (prefix JMC) numbered 5000 or above.

Students are strongly encouraged to select coursework from the following list.

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
JMC:5285	Strategic Communication Externship	3

Students may choose other electives appropriate for their individual programs, drawing from courses offered by the School of Journalism and Mass Communication or by other University of Iowa departments and programs. A combined maximum of 6 s.h. of courses numbered 3000-4999 or approved graduate transfer credit is permitted.

With the approval of the student's advisor, additional elective options include but are not limited to the following list.

Course #	Title	Hours
Journalism and mass communication courses (prefix JMC) numbered 3000-7999		
Event management courses (prefix EVNT) numbered 3000-7999		
Approved graduate-level transfer credit		
ASP:3150	Psychology of Aging	3
CCP:3107	Social Media for Your Job Search	1
CSED:4140	Foundations of Leadership for Community Agencies	3
CW:4745/ WRIT:4745	The Sentence: Strategies for Writing	3
CW:4760/ WRIT:4760	The Art of Revision: Rewriting Prose for Clarity and Impact	3
EALL:4130/ MUSM:4150	Introduction to Grant Writing	3
ENTR:3200	Entrepreneurial Marketing	3
GHS:3850/ HHP:3850	Promoting Health Globally	3
GWSS:3154	Sexuality in the United States	3
MBA:8160	Managerial Economics	3
MBA:8180	Managerial Finance	3

MGMT:3600/ RELS:3701/ SSW:3600/ NURS:3600	Nonprofit Organizational Effectiveness II	3
MGMT:4600/ MUSM:4600	Nonprofit Ethics and Governance	3
MGMT:9150/ HMP:6360/ PBAF:6278/ RELS:6070/ SPST:6010/ SSW:6247/ URP:6278	Nonprofit Organizational Effectiveness I	3
MKTG:3000	Introduction to Marketing Strategy	3
MUSM:3001/ ANTH:3001/ EDTL:3001/ SIED:3001	Introduction to Museum Studies	3
POLI:3111	American Public Policy	3
POLI:3516	The Politics of International Economics	3
PSQF:6205	Design of Instruction	3
PSQF:6211	Universal Design and Accessibility for Online Instruction	3
PSQF:6215	Online Instruction: Design and Facilitation	3
PSQF:6216	Tools and Utilities for Online Teaching	3
SOC:4225	The Social Psychology of Leadership	3
SRM:3147	Sport Event Management	3
SRM:3157	Managerial Operations in Sport and Recreation	3
SRM:3178	Communications and Public Relations in Sports	3
WRIT:3005/ CW:3005/ INTD:3005	Professional and Creative Business Communication	3

Combined Programs

BA in Journalism and Mass Communication/MA

The combined BA/MA program enables students to begin work toward the MA in strategic communication while completing the bachelor's degree in journalism and mass communication. Students admitted to the program may count 12 s.h. of credit toward both the BA and MA degree requirements. Offered by the Graduate College and the College of Liberal Arts and Sciences.

MA/MBA

The combined Master of Business Administration/MA in strategic communication program aims to meet the evolving needs of the market by producing graduates with a unique skill set that integrates advanced communication strategies with robust business acumen for the digital world. Offered by Tippie Professional Programs (Tippie College of Business) and the College of Liberal Arts and Sciences; see the Master of Business Administration, MBA in the catalog.

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.

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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		

Hours		0
First Year		
Fall		
JMC:5220	Foundations of Strategic Communication ^d	3
Elective course ^e		3
Hours		6
Spring		
JMC:5230	Strategic Communication Writing ^d	3
Elective course ^e		3
Hours		6
Summer		
JMC:5236	Topics in Strategic Communication ^f	3
Hours		3
Second Year		
Fall		
JMC:5225	Digital Strategic Communication ^d	3
JMC:5235	Strategic Communication Research ^d	3

Elective course ^e		3
	Hours	9
Spring		
JMC:5290	Capstone Project in Strategic Communication ^d	3
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 In consultation with their advisors, students earn 15 s.h. in elective coursework. At least 9 s.h. of electives must be in journalism and mass communication courses (prefix JMC) numbered 5000 or above. See the General Catalog for list of approved courses.

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