

Strategic Communication, MA

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
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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