**MASTERS OF ARTS IN STRATEGIC COMMUNICATION AND LEADERSHIP**

**PROGRAM PLANNING SHEET**

**Strategic Leadership Core Required Courses** (12 Credits)

Credit Term

COMM 501 Foundations of Leadership 3 \_\_\_\_\_\_\_\_\_

COMM 520 Evidence Based Leadership 3 \_\_\_\_\_\_\_\_\_

COMM 523 Organizational Leadership 3 \_\_\_\_\_\_\_\_\_

COMM 525 Professional &v Organizational Ethics 3 \_\_\_\_\_\_\_\_\_

**Strategic Communication Core Required Courses** (9 Credits)

COMM 502 Foundations of Strat Comm – Theory 3 \_\_\_\_\_\_\_\_\_\_

COMM 503 Strategic Communication Best Practices 3 \_\_\_\_\_\_\_\_\_\_

COMM 685 Strategic Communication: Comp Exam 3 \_\_\_\_\_\_\_\_\_\_

**Strategic Communication Elective Courses** (9 Credits)

COMM 516 Strat Comm Issues and Crisis Management 3 \_\_\_\_\_\_\_\_\_\_

COMM 522 Global and Intercultural Communication 3 \_\_\_\_\_\_\_\_\_\_

COMM 563 Public Relations Research & Strategy 3 \_\_\_\_\_\_\_\_\_\_

COMM 571 Integrated Marketing Campaigns 3 \_\_\_\_\_\_\_\_\_\_

COMM 597 Special Topics in Strategic Communication 3 \_\_\_\_\_\_\_\_\_\_

COMM 673 Social Network & Search Engine Optimization 3 \_\_\_\_\_\_\_\_\_\_

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**Elective Courses** (6 Credits) from COMM or MBA courses

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Total Credits \_\_\_ /36

7/2016