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

**PROGRAM PLANNING SHEET**

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

(offered every spring) Credit Term

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

COMM 520 Evidence Based Research 3 \_\_\_\_\_\_\_\_\_

COMM 523 Organizational Communication 3 \_\_\_\_\_\_\_\_\_

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

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

(offered every fall)

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

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

COMM 522 Global Communication 3 \_\_\_\_\_\_\_\_\_\_

COMM 685 Capstone: Comp Exam (only offered spring/fall) 3 \_\_\_\_\_\_\_\_\_\_

**Strategic Communication Elective Courses** (6 Credits)

(sample electives offered in summer, fall and spring)

COMM 528 Nonverbal Communication 3 \_\_\_\_\_\_\_\_\_\_

COMM 565 Persuasion 3 \_\_\_\_\_\_\_\_\_\_

COMM 580 Conflict Resolution and Negotiation 3 \_\_\_\_\_\_\_\_\_\_

(see more options below in the concentration)

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

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 Total Credits \_\_\_ /36

**Optional Concentration (instead of the general electives)**

**Emerging and Digital Media Concentration (12 required hours out of the following list)**

* COMM 516: Issues and Crisis Management
* COMM 571: Integrated Marketing Communication
* COMM 605: Digital Media Campaigns
* COMM 610: Digital Media Metrics and Analytics
* COMM 630: Digital Visual Communication
* COMM 673: Social Network & Search Engine Optimization (online)