

# BA STRATEGIC COMMUNICATION + MA STRATEGIC COMMUNICATION

## Program Overview

<b>AP Program Coordinator</b>	Jason Wrench, (845) 257-3499, <a href="mailto:wrenchj@newpaltz.edu">wrenchj@newpaltz.edu</a>
<b>Program ID</b>	BA Com. Studies: Strategic Communication AP 505G, MA Strategic Communication AP 212
<b>Credits</b>	UG Major 505G: 40cr (28cr UG + 12cr GR), GR Major 212: 33cr (12cr taken as UG + 21cr taken as GR)
<b>Program Length</b>	The Accelerated Pathway program in Strategic Communication may be completed in 10 semesters, but students must complete the graduate degree within 7 years.
<b>Modality</b>	The MA in Strategic Communication is Hybrid*.
<b>Full-time/Part-time</b>	Full-time
<b>Transfer Credits</b>	12 graduate credits will be applied to both the BA and MA degree programs.
<b>Capstone</b>	Thesis or Applied Research Project

\* The MA in Strategic Communication is a "low residency" program: most coursework can be completed online, but three on-campus weekends per semester give students access to campus resources and opportunities to collaborate with professors and a cohort of peers.

## Program Description

This accelerated plan of study provides a pathway to earning a master's degree in Strategic Communication along with a bachelor's degree in any Communication Studies concentrations. Students enrolled in the BA/MA program complete 12 graduate-level credits during their senior year. These credits are offered at the reduced undergraduate tuition rate and fulfill both undergraduate and graduate program requirements.

The MA in Strategic Communications at SUNY New Paltz is a "low residency" program: most coursework can be completed online, but three on-campus weekends per semester give students access to campus resources and opportunities to collaborate with professors and a cohort of peers. The program offers conceptual and applied knowledge taught by scholars who study communication dynamics and by practitioners who put this knowledge into practice in industry. Throughout the program, students will develop their skills in identifying, analyzing, and solving communication problems across a wide range of contexts, with particular attention to non-profit organizations and issues of sustainability. Core courses provide students with a foundation of knowledge and tools for communication while electives offer the opportunity to pursue individualized and interdisciplinary plans of study. An approved internship may substitute for one elective course.

## How does it work?

Get started as an undergraduate by declaring the Communication Studies: Strategic Communication AP concentration (505G):

- **Meet** with AP advisor, [Jason Wrench](#), to declare the Strategic Communication AP concentration.
- **Work** with your AP advisor to select up to four graduate courses to take during your senior year.
- **Apply** for the MA Strategic Communication AP program in your senior year.
- **Transfer** up to 12 credits of graduate courses taken as an undergraduate into your graduate program.

## Graduate Admission Requirements

Graduate admission requires submission of:

- Graduate application - select major 212.
- One set of official transcripts for all undergraduate and graduate course work indicating at least a 3.0 cumulative GPA with a 3.5 GPA in Communication Studies major courses.
- Grades of B or higher in MA courses taken as a senior.
- 1 letter of recommendation.

## Admission Deadlines

<b>July 31</b>	Fall Admission
<b>January 1</b>	Spring Admission

Accepting on a rolling basis until the program is full. However, applications must at least be started by the deadline or they will not be considered.

## Curriculum Requirements

### BA Communication Studies: Strategic Communication AP (505G)

Code	Title	Credits
<b>Communication Studies Core Curriculum (15 Credits)</b>		
CMM104	Public Speaking	3
CMM202	Interpersonal Communication	3
CMM315	Introduction to Strategic Communication	3
CMM353	Persuasion and Social Influence	3
CMM360	Organizational Communication	3
<b>Strategic Communication Concentration</b>		
<b>Professional Communication (3 Credits)</b>		
CMM231	Writing for Public Relations	3
<b>Research Methods Course (3 Credits)</b>		
CMM352	Qualitative Communication Research Methods	3
or CMM354	Quantitative Communication Research Methods	
<b>Intermediate Concentration Core (9 Credits)</b> <small>Student may substitute up to 6 credits of graduate electives with advisor approval.</small>		
CMM312	Design and Public Relations	3
CMM316	Strategic Public Relations Campaigns	3
CMM500	Strategic Communication *	3
<b>Graduate Electives (6 Credits)</b>		
Select two graduate electives with advisement.		6
<b>Capstone Seminar (4 Credits)</b>		

CMM456	Seminar in Strategic Communication	4
<b>Total Credits</b>		<b>40</b>

\* The advisor may substitute a graduate elective in place of this requirement if CMM500 Strategic Communication is not offered when the student needs to take it.

### MA Strategic Communication AP (212)

Code	Title	Credits
<b>Required Core Courses (12 Credits)</b>		
CMM500	Strategic Communication	3
CMM501	Applied Communication Research Methods	3
CMM502	Organizational Writing and Design Across Media	3
CMM780	Thesis in Strategic Communication	3
or CMM760	Applied Research Project in Strategic Communication	
<b>Elective Courses (21 Credits)</b>		
Select seven from: <sup>1</sup>		21
CMM705	Collaboration, Leadership, and Facilitation	
CMM706	Conflict, Mediation, and Negotiation	
CMM709	Narrative, Identity, and Community	
CMM712	Talent Development	
CMM716	Talk Technology and Society	
CMM720	Environmental Communication, Organizations, and Sustainability	
CMM724	Nonprofit Leadership and Communication	
CMM726	Organizational Reputation	
CMM730	Global Communication	
CMM791	Internship in Strategic Communication	
<b>Total Credits</b>		<b>33</b>

<sup>1</sup> Graduate course electives taken as an undergraduate will be transferred into the MA program upon admission.

## Academic Standing Requirements for Accelerated Pathway Students

A cumulative GPA of less than 3.0 in graduate-level courses taken in the undergraduate portion of an accelerated pathway program precludes the student's good standing. Students with a cumulative GPA between 2.75 to 2.99 are strongly advised to reconsider continuing into the graduate program. Students with a cumulative GPA below 2.75 may not continue and will be de-matriculated from GR program.

## Graduation Checklist

- Apply for graduation via [my.newpaltz.edu](http://my.newpaltz.edu) under "Graduation" tab according to the schedule in the academic calendar.
- Resolve any pending admission conditions (outlined in your acceptance letter) and/or missing documents if applicable.
- Review your progress report via [my.newpaltz.edu](http://my.newpaltz.edu) to ensure that you have completed all program requirements.

- Remember that only two grades below a B- may be applied to your plan of study

- Contact your advisor if you need to amend your plan or process transfer credit.

- Ensure that you are in good academic standing with a GPA (Grade Point Average) of 3.0 or higher.

- Pass your capstone or culminating assessment.

- Complete your degree within the specified time limit outlined in the Program Overview.

## BA in Communication Studies Program Learning Outcomes

**Disciplinary context:** articulate core questions, theoretical concepts, and research methods that characterize the study of human communication (General Education: Critical Thinking and Reasoning).

**Diversity:** articulate the importance of diversity (with regard to ability, class, culture, ethnicity, gender, race, and sexual orientation in communication processes).

**Application:** apply communication concepts and theories to everyday contexts and situations (General Education: Information Literacy).

**Communication:** communicate effectively and professionally across diverse genres in oral, written, and/or digital contexts.

**Collaboration:** collaborate effectively with others to manage emergent conflicts, solve problems, and achieve agreed-upon goals.

**Analysis:** analyze various interrelated features (e.g., form, function, effects) of instances of human communication (General Education: Critical Thinking and Reasoning).

**Ethical reasoning:** consider the ethical consequences of communication interactions on individuals, groups, and societies (General Education: Critical Thinking and Reasoning).

**Synthesis:** identify, evaluate, and synthesize sources of information into coherent communication that is appropriate for a variety of audiences and stakeholders (General Education: Information Literacy).

**Design:** design proposals and projects (e.g., research study, persuasive campaign, grant) for communication-centered problems that are informed by appropriate communication frameworks and/or research methods (General Education: Information Literacy).

## MA in Strategic Communication Program Learning Outcomes

Upon completion of the MA in Strategic Communication, students will be able to:

- Identify 21st-century communication problems in various domains.

- Understand the impacts of social, cultural, and historical context on communication.
- Analyze how communication factors shape contemporary issues and problems.
- Synthesize complex information from both academic and industry research sources.
- Design, implement, and assess effective solutions for communication problems.
- Produce proposals for community projects, educational media, or organizational problem solving.
- Communicate effectively via oral and written communication across a variety of communication contexts and media platforms.