MA IN STRATEGIC COMMUNICATION

Program Coordinator: Jason Wrench, (845) 257-3499, wrenchj@newpaltz.edu
Program ID: 211
Credits: 33
Program Length: MA can be completed in 2 years if enrolled full-time, but degree must be completed within 7 years.
Modality: Hybrid*
Full-time/Part-time: Full-time or Part-time
Transfer Credits: 6
Capstone: 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
The Master of Arts in Strategic Communication 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.

Admission Requirements
• Completed application submitted through the Office of Graduate Admissions

• One official transcript providing evidence of a baccalaureate degree from an accredited institution with at least a 3.0 cumulative GPA on a 4.0 scale.

• Contact information for three references who can provide a professional recommendation written on professional letterhead.

• Admission Essay

• Application for teaching assistantship (optional) – contact the department for more information.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required Courses (69 Credits)</td>
<td></td>
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<tr>
<td>CMM500</td>
<td>Strategic Communication</td>
<td>3</td>
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<tr>
<td>CMM501</td>
<td>Applied Communication Research Methods</td>
<td>3</td>
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<tr>
<td>CMM502</td>
<td>Organizational Writing and Design Across Media</td>
<td>3</td>
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<tr>
<td>Capstone</td>
<td>Select one</td>
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<tr>
<td>CMM780</td>
<td>Thesis in Strategic Communication (Capstone Course)</td>
<td>3</td>
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Elective Requirement
Select seven of the following courses 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

Other Graduate Courses with permission of the Graduate Coordinator 3

Total Credits 33
1 Capstone prerequisite = CMM501 Applied Research Methods
2 With permission, CMM780 Thesis (3) may be taken twice, once in lieu of an elective.

Program Learning Outcomes
Upon completion of the program 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