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: Online
Full-time/Part-time: Full-time or Part-time
Transfer Credits: 6
Capstone: Thesis or Applied Research Project

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.

Code | Title | Credits
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Required Courses (69 Credits)
CMM500 Strategic Communication | 3
CMM501 Applied Communication Research Methods | 3
CMM502 Organizational Writing and Design Across Media | 3
Capstone: Select one | 3
CMM780 Thesis in Strategic Communication (Capstone Course) | 3
CMM760 Applied Research Project in Strategic Communication (Capstone Course) | 3
Elective Requirement
Select seven of the following courses | 21

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