

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 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.

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
Required Core Courses(12)		
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)	
CMM760	Applied Research Project in Strategic Communication (Capstone Course)	

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 Objectives

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