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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMM500</td>
<td>Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMM501</td>
<td>Applied Communication Research Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

Elective Requirement
Select seven of the following courses:

1. CMM502 Organizational Writing and Design Across Media 3
2. CMM780 Thesis in Strategic Communication (Capstone Course) 3
3. CMM760 Applied Research Project in Strategic Communication (Capstone Course) 3

With permission, CMM780 Thesis 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