

Master of Arts in Strategic Communication & Leadership Program
Stackable Graduate Certificates

Graduate Certificate in Foundations of Strategic Communication

9 credit hours

Required Courses:

COM 510 Intro to Grad Studies

COM 520 Data-Informed Decision Making

COM 620 Strategic Communication

Graduate Certificate in Strategic Communication

9 credit hours

Required course (3 credit hours):

COM620 Strategic Communication*

*The COM520 Data-Informed Decision-Making prerequisite may be waived after review of students' undergraduate transcripts

Elective courses (6 credit hours):

Select **one COM** course (3 credit hours) from these options: COM590 Public Relations or COM650 Risk and Crisis Communication or COM670 Communication and Leadership or COM680 Social Media Strategies

Select **one MBA** course (3 credit hours) from these options: MBA501 Organizational Design, Development and Change Management or MBA507 Marketing Management** or MBA525 Digital Marketing

**Students with a non-business undergraduate degree may need to take MBA500E Marketing Foundation course before they can take MBA507

Graduate Certificate in Applied Strategic Communication

15 credit hours

Required Courses (9 credit hours):

COM 510 Intro to Grad Studies

COM 520 Data-Informed Decision Making

COM 620 Strategic Communication

Elective Courses (6 credit hours, select two)

COM 630 Interpersonal Communication

COM 640 Organizational Communication

COM 590 Public Relations

COM 660 Professional Speaking

COM 650 Risk and Crisis Communication

COM 670 Communication and Leadership

COM 680 Seminar in Social Media

Graduate Certificate in Communication Studies

18 credit hours

The 18-credit hour Graduate Certificate in Communication Studies is recommended for high school teachers seeking credentialing to teach College Credit Plus (CCP) classes in communication.

Required Courses (15 credit hours)

COM 510 Intro to Grad Studies

COM 520 Data-Informed Decision Making

COM 630 Interpersonal Communication

COM 640 Organizational Communication

COM 660 Professional Speaking

Elective Courses (3 credit hours, select one)
select 1)

COM 620 Strategic Communication

COM 590 Public Relations

COM 650 Risk and Crisis Communication

COM 670 Communication and Leadership

COM 680 Seminar in Social Media