

Master of Arts in Strategic Communication & Leadership Program

Updated June 1, 2026

4 Stackable Graduate Certificates

1. Graduate Certificate in Foundations of Strategic Communication

9 credit hours

Required Courses (9 credit hours):

COM 510 Intro to Grad Studies

COM 520 Data-Informed Decision Making

COM 620 Strategic Communication

2. Graduate Certificate in Strategic Communication

9 credit hours

Required course (3 credit hours):

COM620 Strategic Communication

Elective courses (6 credit hours):

Select **one COM** course (3 credit hours) from these options:

COM590 Public Relations

COM650 Risk and Crisis Communication

COM670 Communication and Leadership

COM680 Social Media Strategies

Select **one MBA** course (3 credit hours) from these options:

MBA501 Organizational Design, Development and Change Management

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

MBA525 Digital Marketing

3. 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

4. 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