

# Earn Your M.A. in Strategic Communication

100% Online | Built for Leaders



## PROGRAM DETAILS

- M.A. in Strategic Communication
- Graduate Certificate Opportunities

Michigan State University's Strategic Communication Online Master's Program is a 10-course, 30-credit M.A. geared toward working professionals looking to advance their careers.

**Certificates** are offered in complementary sub-areas of expertise that are in high demand across industries. Three, 9-credit certificates, providing a world-class professional development opportunity for individuals to enhance their communication skill set. Choose from:

- Digital media
- Media Analytics
- Organizational Communication

All courses are taught by leading communications faculty to provide an excellent online learning experience, giving students the flexibility they need to accommodate a busy life and the rigor they need to be able to succeed.



## What You'll Learn

**MSU's M.A. in Strategic Communication prepares you to lead in today's media-driven world. You'll build skills in:**

- Digital strategy and social media
- Public relations and brand communication
- Leadership and ethical decision-making
- Crisis and organizational communication



## Careers by the Numbers

- **109,500** openings per year are projected each year\*
- **Industry annual median salaries\***
  - **\$159,660:** Advertising and Marketing Managers
  - **\$134,760** Public Relations Manager
  - **\$132,870** Fundraising Manager
  - **\$77,720** Public Relations Specialist
  - **\$61,300** Graphic Designer
- **\$14,000:** the average raise post-grad reported among StratCom graduates

\*Data from Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook



## Don't just take our word for it



*"StratCom turned intuition into strategy. The things I was doing in my role before were based on gut instinct — I now have the academic foundation to back them up. That's empowering."*

**Joelle Dodson, G'25**



## Ready for More?



### Where are StratCom Spartans working?

- Boeing
- E.W. Scripps Broadcasting
- Ford
- General Motors
- Google
- Kellogg Company
- Michigan State University
- MRM//McCann
- Munson Healthcare
- Priority Health
- Stryker
- Whirlpool and more



### Apply Now

StratCom accepts new students in all three semesters through rolling admissions with the following deadlines for the 2025-26 Academic Year:

- Summer: April 1
- Fall: August 1
- Spring: November 1

Visit [StratCom.MSU.edu](https://StratCom.MSU.edu) to view required materials and start your application today!



### What are they doing?

- Communications Coordinator
- Communications Manager
- Project Manager
- Director of Marketing
- Strategic Communications Manager
- Design and Web Editor
- Digital Media Specialist
- Digital Marketing Specialist
- Executive Director and more



### Get in Touch

Have questions or just want to connect to see if StratCom is the best path for you?

#### Contact:

**Kelly C. Gaggin, Ph.D., APR, Fellow PRSA**

Interim Director, MA in Strategic Communication  
Assistant Professor Advertising + Public Relations  
College of Communication Arts & Sciences

✉ [gagginke@msu.edu](mailto:gagginke@msu.edu)

