



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. 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.

Digital communications in all of its forms demands to be integrated strategically in advertising, public relations and media. With a master's degree in Strategic Communication from MSU, graduates should be prepared to:

- Become a leader in driving the technology behind marketing.
- Develop a digital marketing strategy.
- Apply the latest digital innovations such as mobile, social media, location-based services and big data to marketing campaigns.
- Integrate marketing, advertising, sales and logistics across physical and digital channels.
- Collect, analyze and interpret digital marketing data to inform decision-making.

FACTS ABOUT THE PROGRAM

- 100-percent online
- Minimum of three years of work experience
- Minimum of 3.0 undergraduate GPA
- No GRE required
- One-, two- or three- year tracks
- Interactive weekly lessons
- Three areas of specialization
- The average raise reported by students and alumni is \$14,348.15
- Peer, faculty and staff support

CERTIFICATE OVERVIEW

The marketplace has demand for sub-areas of expertise that would benefit working professionals wanting to upgrade their knowledge and skills. We have three, 9-credit certificates, providing a world-class professional development opportunity for individuals to enhance their communication skill set.

- Digital Media
- Media Analytics
- Organizational Communication for Leadership

For more information contact:



JENNIFER TRENKAMP
Outreach Coordinator
College of Communication Arts & Sciences
jen@msu.edu

MICHIGAN STATE
UNIVERSITY

Strategic Communication Program & Certificates



CORE [5]	ELECTIVES [CHOOSE 5]		
	MEDIA ANALYTICS CERTIFICATE	DIGITAL MEDIA CERTIFICATE	ORGANIZATIONAL + LEADERSHIP CERTIFICATE
CAS 842 Ethics			
CAS 829 Eval/Research	CAS 839 Intro to Analytics ↓	CAS 831 DCCCP ↓	CAS 838 Org COM ↓
CAS 828 Persuasion	CAS 840 Audience Analytics ↓	CAS 827 Digital Media Strategies ↓	CAS 833 Crisis COM ↓
CAS 832 Strategic Messaging			
CAPSTONE			
CAS 844 Capstone	CAS 841 Social Media Storytelling ↓	CAS 835 Branding + Image ↓	CAS 837 Catalyst Thinking ↓

EARN A DEGREE

The StratCom Program is ten courses. All students will take all five CORE courses. Students can then choose five electives.

EARN A CERTIFICATE

Students can take courses in any of the focus groups to obtain a professional certificate. They can then transfer those courses into the program if they choose to finish the M.A.