

using the multiple languages and tools of the communication and fine arts disciplines; to make intelligent decisions in an increasingly complex and diverse, media-driven society;

MASTER OF SCIENCE IN STRATEGIC COMMUNICATION

Students should consult the General Regulations section of the Graduate Catalog for additional information regarding Graduate School admission requirements, transfer credit, and other critical policies and procedures.

The Master of Science Degree in Strategic Communication, offered by the Hall School of Journalism and Communication in Troy University’s College of Communication and Fine Arts, is modeled on a futuristic perspective and detours from traditional graduate programs. This is a program that focuses on the leading-edges of communication issues and positions graduates for immediate responses to the new realities facing today’s communication industries.

The online delivery system of the Strategic Communication program appeals to professionals across various disciplines seeking to add the skills m

Knowledge of digital media and multi-media platforms as they pertain to communication and leadership;
 Academic research skills in strategic communication and related scholarly fields;
 Critical thinking;
 Written professional communication skills;
 Professional network formation;
 Knowledge of and the skills to study the emerging communication trends and how online media impact the public and communication industries;
 Develop a framework on how to use the evolving communication models to better serve the public with information

Admission Requirements

Unconditional Admission

1. Hold a baccalaureate degree from a regionally accredited college or university with a minimum overall undergraduate grade point average of 2.5 (4.0 scale) or a 3.0 grade point average on the last 30 semester hours. All hours attempted in the term in which the 30 semester hours were reached will be used to calculate the grade point average.
2. Provide an official Troy University Letter of Recommendation that addresses the individual’s potential for success in the Master of Science in Strategic Communication.
3. Provide an official baccalaureate w _____ ers; to communicate e

Conditional Admission

Conditional admission does not apply to this program.

Accelerated BS/MS Strategic Communication Admission

Certain qualified honors students who successfully complete the Troy Strategic Communication Accelerated Honors Option will be allowed to transfer up to nine hours of Master of Science in Strategic Communication graduate courses earned during their senior ~~year~~

COM	6600	3	Communication and Influence
COM	6605	3	Strategic Communication Theories
COM	6691	3	Strategic Communication Inquiry & Research
COM	6699	3	Strategic Communication Capstone
JRN	6640	3	Communication Law and Ethics
COM	6610	3	Leadership and Media Strategies
COM	6620	3	Contemporary Issues in Strategic Communication
COM	6630	3	Strategic Communication & Emerging Media
COM	6640	3	Global Communication
COM	6635	3	Strategic Organizational Communication
JRN	6600	3	Media Management
JRN	6615	3	Public Relations and Strategic Communication
JRN	6635	3	International Advertising

2020-2021

TROY UNIVERSITY
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
G a a D P a a P R
30 Semester-Hour Program

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