Strategic Communication

The School of Journalism and Communication offers a graduate program in strategic communication based at the George S. Turnbull Portland Center. The program, offered evenings and weekends, provides advanced conceptual and tactical skills for working professionals in industries such as public relations, advertising, marketing communication, and corporate communication.

- **Master of Arts**
- **Master of Science**

Graduate Studies

The strategic communication master's degree program is designed for working professionals in the Portland area. Classes meet evenings and weekends at the George S. Turnbull Portland Center, 70 NW Couch St.—the White Stag Block in downtown Portland. Students can complete the 48-credit program in two academic years (six terms) by taking as many as 9 course credits for each of six terms, plus at least 6 credits for a final project-portfolio course. Students may also choose to complete the program on a part-time basis and extend the total time to degree.

International Students

A firm mastery of English, including American mass-communication idiom, is necessary for success at the graduate level. International students who lack such mastery are required to attend courses at the American English Institute on campus before participating in the graduate program. Though these courses do not carry graduate credit, they qualify to meet students' visa requirements. The best time to enroll in the institute's courses is the summer session preceding the first term in the graduate program.

Admission Requirements

Admission to the graduate program is granted for fall term for media studies, multimedia journalism, and strategic communication; summer session for the Eugene-based professional master's degree in journalism. Application materials are the same for the master's and the doctoral programs. Applicants to the master's programs must have received a BS or BA or equivalent prior to the first term of enrollment; applicants to the doctoral program must have received an MA or MS or equivalent. To be considered for admission, an applicant must submit the following:

1. Official transcripts from all institutions where undergraduate and graduate work was completed. The minimum undergraduate GPA for admission is 3.00. In exceptional cases, an applicant with a lower GPA may be admitted conditionally
2. *Optional:* Official Graduate Record Examination (GRE) scores no more than five years old
3. A 750- to 1,000-word essay describing the applicant's academic and career goals
4. An up-to-date résumé
5. A portfolio, string book, clips, tapes, or other evidence of relevant professional work or evidence of scholarly writing and research. Doctoral applicants may include a copy of a master's thesis
6. Three letters of recommendation—preferably two from academic sources
7. International students must also submit documentation for
   a. Either a Test of English as a Foreign Language (TOEFL) score of 100 or better or an International English Language Testing System (IELTS) score of 7 or better
   b. A score on the Test of Spoken English (TSE). A minimum score is not required for the TSE

Application deadlines

- Doctoral program: January 1
- Media studies master's degree: February 1
- Journalism master's degree: Application review begins February 1
- Strategic communication master's degree (Portland): Application review begins February 1
- Multimedia journalism master's degree (Portland): Application review begins March 1
- Admission to the graduate program is granted for fall term (summer session for professional master's program students in the Eugene-based journalism ***only***; designate summer session as the start date on your application for admission)
- Strategic communications, multimedia journalism, and journalism: Application review begins soon after the dates above until all available spots in the program are filled

Advising

An advisor is appointed for each graduate student in the school by the director of graduate studies.

Course programs for graduate students are planned individually in consultation with advisors. Graduate students should meet with their advisors at least once a term.

Requirements for Graduation

A graduate student in the School of Journalism and Communication cannot elect the pass/no pass (P/N) option for a graduate course offered by the school unless that course is offered P/N only.

Master's Degree Program

Strategic Communication Major

Successful applicants for this program typically have significant professional experience as well as strong academic credentials. Candidates for this MA or MS degree must earn at least 48 credits with a cumulative GPA of 3.00 or better. Courses that do not carry graduate credit do not count toward the graduate credit minimum and are not included in the GPA.

Master of Arts Degree Requirements

Code	Title	Credits
Strategic Communication Core		
J 621	Foundations of Strategic Communication	4
J 623	Creativity in Strategic Communication	4
J 624	Strategic Communication: [Topic] (Project Management and Planning)	2
Course chosen in consultation with advisor		4
Business Core		
J 616	Introduction to Strategic Communication Marketing	4
J 618	Strategic Communication Management	4

J 626	Strategic Marketing Communication	4
Course chosen in consultation with advisor		2
Mass Communication Core		
J 595	Research Methods: [Topic] (Strategic Communication)	4
J 609	Terminal Project	6
J 611	Mass Communication and Society	4
Professional Specialization Elective Core		
J 624	Strategic Communication: [Topic] [1]	2
Elective chosen in consultation with advisor		4
Total Credits		**48**

[1] Topics vary by term. At least one workshop must be selected.

Master of Science Degree Requirements

Code	Title	Credits
Strategic Communication Core		
J 621	Foundations of Strategic Communication	4
J 623	Creativity in Strategic Communication	4
J 624	Strategic Communication: [Topic] (Project Management and Planning)	2
Course chosen in consultation with advisor		4
Business Core		
J 616	Introduction to Strategic Communication Marketing	4
J 618	Strategic Communication Management	4
J 626	Strategic Marketing Communication	4
Course chosen in consultation with advisor		2
Mass Communication Core		
J 595	Research Methods: [Topic] (Strategic Communication)	4
J 609	Terminal Project	6
J 611	Mass Communication and Society	4
Professional Specialization Elective Core		
J 624	Strategic Communication: [Topic] [1]	2
Elective chosen in consultation with advisor		4
Total Credits		**48**

[1] Topics vary by term. At least one workshop must be selected.

Students typically take six terms to complete the master's program.

See the School of Journalism and Communication website for more detailed and up-to-date information about application requirements, the curriculum, and final project options.