Strategic Communication (MS)

https://journalism.uoregon.edu/academics/graduate-programs/strategic-communications (https://journalism.uoregon.edu/academics/graduate-programs/strategic-communications/)

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In our flexible Portland-based master's program in Strategic Communication, students master a broad skill set encompassing creativity, critical thinking, strategic analysis, ethics, and practical application. The program is designed for working professionals who know thatin a complex and rapidly changing world, communicating strategically is more important than ever.#Classes meet evenings and weekends.

The program consists of a core of required four-credit communication courses complemented by two-credit, shorter-term classes, culminating with a capstone project. Coursework is consistent with the Public Relations Society of America's guidelines for accreditation.

Students may choose between two program timelines to complete the 48-credit program: the standard two-year, six-term pathway or the accelerated five-term pathway. Students may also choose to complete the program on a part-time basis and extend the total time to degree.

Admission Process

Please visit the program's website (https://journalism.uoregon.edu/academics/graduate-programs/strategic-communications/).

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate the leadership skills necessary to facilitate professional teams, design communication campaigns, and advise top-level management and clients in moving their goals forward through effective communication.
- Understand the communication challenges faced by organizations doing business locally and globally.
- Analyze the political, economic, and cultural significance of the media and understand the responsibility inherent in creating and distributing effective messaging.
- Understand theoretical concepts and apply them to understanding how professionals and institutions shape communications relevant to their profession/field.
- Demonstrate an understanding of ethical principles and apply them to work ethically in pursuit of truth, fairness, and diversity.
- Analyze diversity in a global society as relevant to their profession/field with an expectation of engaging in equity and inclusion.
- Critique information to determine accuracy, authenticity, and appropriateness for developing content and advancing research and communication agendas.
- Critically evaluate self and peer work, suggesting performance improvements in materials in a variety of formats.
- Demonstrate proficiency in the range of research methods (primary, secondary, quantitative, and qualitative) used by communication researchers.
- Evaluate data and measure targeted outcomes associated with communication strategies.

Strategic Communication (MS) Requirements

Successful applicants for this program typically have significant professional experience as well as strong academic credentials. Candidates for this 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.

Note: Please review the SOJC graduate student handbook (https://sojcstudent.uoregon.edu/graduate/student-handbook/) for updated program requirements, which do not yet appear in the catalog:

Degree Requirements

- Cumulative GPA of 3.00 or higher
- Required 48 graduate credits
  - At least 24 credits graded
  - At least 9 credits at 600-level

Strategic Communication Major Requirements

Code	Title	Credits
Strategic Communication Core		
JCOM 629	Media and Communication Ethics: [Topic]	4
JCOM 623	Creativity in Strategic Communication	4
JCOM 621	Foundations of Strategic Communication	4
JCOM 624	Strategic Communication: [Topic] (Campaign Planning and Management)	2
Business Core		
JCOM 616	Introduction to Strategic Communication Marketing	4
JCOM 618	Strategic Communication Leadership	4
JCOM 625	Finance for Strategic Communication	2
Mass Communication Core		
JCOM 641	Qualitative Research Methods	4
JCOM 642	Quantitative Research Methods	4
JCOM 611	Media and Society	4
JCOM 609	Terminal Project [1]	6
Professional Specialization Elective Core		
JCOM 610	Experimental Course: [Topic] (Strategic Influence)	4
JCOM 624	Strategic Communication: [Topic]	2
Total Credits		**48**

[1] Students completing a Terminal Project take 6 credits of JCOM 609. Students approved to complete the Portfolio option take 6 additional credits of elective and 1 credit of JCOM 609. Students approved to complete a Thesis option take 9 credits of JCOM 503.

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.