

Strategic Communication, MA

CSSTRCOMMA

Anyone can create content, but few can tell captivating stories that strategically connect messages to key audiences. Learn how to harness digital media techniques, public relations, data and content strategy to create communication campaigns that make a difference.

Program description

Degree awarded: MA Strategic Communication

Students in the MA program in strategic communication gain the media skills, techniques, critical thinking skills and leadership capacity to advance careers across media and communication in agencies, sports, corporations, government agencies and nonprofit organizations.

Students develop the ability to strategically address communication challenges through courses in strategy development, research methods, content creation, crisis communication, ethics, campaign planning and others; courses in communication management, leadership, project management and finance help learners become leaders.

Students begin their experience by developing foundations in communication history, theory and ethics. An emphasis on content creation prepares students to produce both traditional public relations campaigns, persuasive writing and media relations plans, as well as innovative strategic content including client-video storytelling and digital content hubs. Then, via the school's teaching hospital model, students receive immersive, hands-on training in advanced tools, progressive techniques, and real client work across a faculty-led, student-run agency.

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#)

Degree requirements

30 credit hours including the required capstone course (MCO 570)

Required Core (18 credit hours)

MCO 502 Journalism Skills (8)

MCO 504 Cronkite Master's Seminar (1)

MCO 506 Media Law for Strategic Communication (3)

MCO 519 Strategic Communications Leadership and Ethics (3)

MCO 525 21st Century Media Organization and Entrepreneurship (3)

Other Requirements (3 credit hours)

MCO 537 Strategic Communications Writing (3) or

MCO 561 Defining the Digital Audience (3)

Electives (6 credit hours)

Culminating Experience (3 credit hours)

MCO 570 Master of Mass Communication Capstone (3)

Additional Curriculum Information

Elective courses should be selected in consultation with the program advisor; some courses require department approval.

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in a related field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admissions application and application fee
2. official transcripts
3. three letters of recommendation
4. professional resume
5. personal statement
6. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide proof of [English proficiency](#) regardless of their current residency. Applicants must achieve a score of 100 or better on the TOEFL iBT, taken in a testing center. Similar English proficiency scores from other exams may be considered. ASU Global Launch does not satisfy this requirement.

Applicants should provide a 300- to 500-word statement describing their interest in strategic communication, their career goals, and how previous work and academic experience have prepared the student for success.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

[expand](#)

Global opportunities

Global experience

Students may use elective course slots to participate in applicable [Global Education experiences](#) and international internships. Students also may work with international clients at the capstone level.

Career opportunities

Content creation and campaign strategy skills are in high demand across the media industries. Many strategic communicators pursue careers in agency or corporate environments, while others leverage their skills in work with multiple clients or as media entrepreneurs.

Graduates possess skills that are transferable across communications fields and organizations, including:

- athletic teams
- colleges and universities
- communication agencies
- government agencies and political groups
- nonprofit organizations
- public relations firms
- retail and hospitality brands

Graduates can apply their advanced media skills to a variety of roles, including:

- brand storytellers
- community engagement specialists
- content creators
- digital strategists
- media executives
- media relations specialists
- PR professionals
- strategic communications leaders

Contact information

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[Admission deadlines](#)