

# STRATEGIC COMMUNICATIONS

## Degree Requirements

### Master of Professional Studies (M.P.S.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (<http://gradschool.psu.edu/graduate-education-policies/>).

Total required credits for the MPS: at least 30 credits at the 400, 500, or 800 level; at least 27 must be at the 500 or 800 level, with at least 6 at the 500 level.

Code	Title	Credits
<b>Required Courses</b>		
COMM 530	Research Methods in Strategic Communications	3
COMM 531	Strategic Communications: Theory and Implementation	3
COMM 830	Strategic Communications Industry	3
COMM 831	Digital Media Analytics I	3
COMM 833	Ethics and Decision Making in Strategic Communications	3
<b>Electives</b>		
Select 6 credits of the following:		6
COMM 832	Multimedia Content Development and Delivery	
COMM 835	Social Media Communications	
COMM 836	Strategic Communications Leadership	
COMM 837	Reaching Multicultural Populations in Strategic Communications	
COMM 838	Strategic Communications Law	
COMM 839	Digital Media Analytics II	
Select 6 credits from any World Campus course(s), including the elective courses listed above. <sup>1</sup>		6
<b>Culminating Experience</b>		
COMM 834	Strategic Communications Campaigns (Capstone Course)	3
<b>Total Credits</b>		<b>30</b>

<sup>1</sup> These 6 credits can be at the 400-level.

The culminating experience provides students with an opportunity to apply their knowledge of the theories and principles concerning strategic communications to a practical campaign project. Specific campaign clients and scope can vary, but all representative aspects of each project would include:

- setting effective communications goals;
- identifying proper target audiences to best achieve the goals;
- developing specific, effective messages for each target audience;
- creating the message content across multiple media platforms;
- implementing a message-delivery plan that optimizes effectiveness and efficiency; and
- evaluating campaign performance against predetermined, measurable benchmarks.

## Course Substitutions

Substitutions for the above prescribed courses, either with resident-education courses, alternate online courses, or courses from other institutions, will be considered on a case-by-case basis subject to restrictions outlined in GCAC-309 Transfer Credit (<http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/transfer-credit/>), and must be petitioned and approved in advance by the program administrator, with input from the student's adviser.