

STRATEGIC COMMUNICATIONS

Graduate Program Head	Fuyuan Shen
Program Code	STCOM
Campus(es)	World Campus (M.P.S.)
Degrees Conferred	Master of Professional Studies (MPS)
The Graduate Faculty	View (https://secure.gradsch.psu.edu/gpms/?searchType=fac&prog=STCOM)

The MPS degree in Strategic Communications is a program of study for individuals who are in the early and middle stages of their strategic communications careers, currently in or aspiring to managerial positions. The content of the program will be appropriate for such individuals employed in a wide range of functional specialties and industry sectors, including advertising, public relations, and strategic communications.

The MPS degree in Strategic Communications examines the process and application of purposive mass communication that is delivered to specific target audiences through varied mass media and other communications channels. Program content exposes the student to a broad range of strategic communications theory, research, and practical application related to developing and implementing effective communications plans for companies and organizations of all types. Courses examine:

- how persuasive communication functions through mass media and other communication channels;
- how specific communications goals are developed based on theory and rationale;
- how strategic communications plans and campaigns are created and executed; and
- how the effectiveness of communications plans is measured and evaluated.