

Master of Science in Strategic Communication

Note: If you have problems or questions regarding registration, please email this program's academic advisor with your student ID number, Taylor Shannon (tshannon@astate.edu)

Must have 35 hours of General Education courses for a Bachelor's degree at Arkansas State University.

REQUIRED COURSES			"x" or CRN indicates course is scheduled to be offered					
			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
CORE COURSES								
STCM	6033	Communication Regulations and Policy			X			X
MDIA	6423	Media Entrepreneurship						X
CMAC	6053	Quantitative Research Methods		X		X		X
STCM	6253	Audience Market Analysis	X			X		
STCM	6263	Advertising Account Management		X				X
STCM	6303	Seminar in Strategic Communication			X		X	
STCM	6533	Strategic Communication Management Capstone	X		X		X	
Emphasis Courses								
Non-Emphasis - any 12 hours of the below STCM course or available COMS courses								
STCM	5603	Crisis Communication	X				X	
Emphasis in Social Media Management								
STCM	5113	Integrated Marketing Communication		X		X		
STCM	5213	Social Media in Strategic Communication				X		
STCM	5463	Interactive Advertising	X					
STCM	5473	Social Media Measurement		X			X	
Emphasis in Information Technology Law & Policy								
STCM	5013	EU and US Data Protection Law			X			
STCM	5123	International Intellectual Property Law				X		
STCM	5143	Privacy Law		X				
STCM	6313	Information Tech Law						X
Global Strategic Communication								
STCM	5123	International Intellectual Property Law				X		
STCM	6323	Global Strategic Communication			X			
STCM	6333	Development Communication					X	
STCM	6413	Organizational and Intercultural Communication		X				
WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION								