



**MS in Strategic Communication**

**SCHEDULE OF CLASSES**

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
<b>CORE COURSES</b>								
MDIA/ STCM	6423/ 6033	Media Entrepreneurship <i>OR</i> Media Regulation, Public Interest and the Law			X			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	
<b>Non-Emphasis Track (12 hours of the following)</b>								
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	
STCM	5603	Crisis Communication	X				X	
<b>Emphasis in Information Technology Law &amp; Policy</b>								
STCM	5013	EU and US Data Protection Law			X		X	
STCM	5123	International Intellectual Property Law				X		
STCM	5143	Privacy Law		X				
STCM	6313	Seminar in Information Tech Law						X
<p><b>Note: If you have problems or questions regarding registration, please email this program's academic advisor with your student ID number, Aubrie Burnette (auburnette@astate.edu)</b></p>								
<p><b>WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION</b></p>								