



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	
CORE COURSES								
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	
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		X	
STCM	5123	International Intellectual Property Law				X		
STCM	5143	Privacy Law		X				
STCM	6313	Seminar in 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				

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)

WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION