



# Master of Science Strategic Communication

Problems Or Questions Regarding Registration? Please Email Us At [OnlineAdvising@astate.edu](mailto:OnlineAdvising@astate.edu)

			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<i>X = Offered Every Year</i> <i>XE = Offered "Even" Years (e.g. 2022, 2024 etc.)</i> <i>XO = Offered "Odd" Years (e.g. 2023, 2025 etc.)</i>								
<b>CORE COURSES (18 HOURS)</b>								
COMS	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 Mgmt Capstone	X		X		X	
Students must choose one of the following								
MDIA	6423	Media Entrepreneurship						X
STCM	6033	Communication Regulations & Policy			X			X



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<b>NON-EMPHASIS</b>								
Any 12 Hours of the Below STCM Course or Available COMS Courses								
STCM	5603	Crisis Communication	X				X	
<b>EMPHASIS COURSES (12 HOURS)</b>								
Emphasis in Social Media Management								
STCM	5113	Integrated Marketing Communication		X		X		
STCM	5213	Social Media in Strategic Communication		X		X		
STCM	5463	Interactive Advertising	X				X	
STCM	5473	Social Media Measurement		X			X	
Emphasis in Information Technology Law & Policy								
STCM	5013	EU & 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								
COMS	6413	Organizational and Intercultural Comm		X				
STCM	5123	International Intellectual Property Law				X		
STCM	6323	Global Strategic Communication			X			
STCM	6333	Development Communication					X	