

## COLLEGE OF COMMUNICATION AND FINE ARTS

*The mission of the College of Communication and Fine Arts is to provide excellence in instruction in selected communication, foreign language, and fine arts disciplines along with practical experiences in journalism, mass communication, music, speech communication, classics, modern languages, theatre, visual arts and design.*

*The college assumes that the richest experiences of human beings arise from their abilities to analyze and interpret intelligently and imaginatively works of art and performances as well as the rhetoric and actions of past and present leaders; to communicate effectively within a variety of contexts using the multiple languages and tools of the communication and fine arts disciplines; to make intelligent decisions in an increasingly complex and diverse, media-driven society; and to work together harmoniously in groups to accomplish established goals.*

*The mission of the college includes the creation of a climate within and beyond its institutional boundaries that encourages responsible, ethical, and informed expression within the disciplines of which it is composed.*

*Troy University's College of Communication and Fine Arts is a primary provider of cultural events benefiting the citizens of Troy, Alabama and the region. Accordingly, the college offers such fine arts events as art exhibits; symphony band, jazz band, and choral concerts; and theatrical performances (including musical and children's theatre). In addition, the college offers a variety of symposia and workshops and an annual fine arts season subscription.*

*As part of ongoing planning and evaluation, the College of Communication and Fine Arts regularly evaluates student learning outcomes for each degree program.*

Degree Program	Troy Campus	Phenix City Campus	Dothan Campus	Montgomery Campus	eTROY
Strategic Communication					X

\* Please refer to <http://admissions.troy.edu/graduate/academicPrograms> for specific program availability by location

## MASTER OF SCIENCE IN STRATEGIC COMMUNICATION

The Master of Science Degree in Strategic Communication, offered by the Hall School of Journalism and Communication in Troy University's College of Communication and Fine Arts, is modeled on a futuristic perspective and detours from traditional graduate programs. This is a program that focuses on the leading-edges of communication issues and positions graduates for immediate responses to the new realities facing today's communication industries.

The on-line delivery system of the Strategic Communication program appeals to professionals across various disciplines seeking to add the skills of effective communication and leadership recognized as valued and critical to professional success in all major professions. Prior to completion of the program, the student will successfully complete a capstone strategic communication course.

Upon completion of the degree program, the student will have a thorough knowledge of critical thinking regarding strategic communication through a myriad of courses ranging from communication research to theories of strategic communication, ethics and legal issues in communication to advertising and public relations and online media communication systems. The student will succeed in a theoretically grounded, multifaceted media learning environment.

The following outlines the additional expected program learning outcomes of participants enrolled in the Master of Sci-

ence Degree in Strategic Communication:

- Knowledge of digital media and multi-media platforms as they pertain to communication and leadership;
- Academic research skills in strategic communication and related scholarly fields;
- Critical thinking;
- Written professional communication skills;
- Professional network formation;
- Knowledge of and the skills to study the emerging communication trends and how online media impact the public and communication industries;
- Develop a framework on how to use the evolving communication models to better serve the public with information;

### Admission Requirements

#### Unconditional Admission

1. Hold a baccalaureate degree from a regionally accredited college or university with a minimum overall undergraduate grade point average of 2.5 (4.0 scale) or a 3.0 grade point average on the last 30 semester hours. All hours attempted in the term in which the 30 semester hours were reached will be used to calculate the grade point average.

AND

2. Have an acceptable score on the appropriate entrance exam [GRE 286 (850 on the old exam) (verbal plus quantitative), MAT 385 or GMAT 380]. Official test score required.

AND

3. Provide an official Troy University Letter of Recommendation that addresses the individual's potential for success in the Master of Science in Strategic Communication.  
AND
4. Provide an official baccalaureate transcript from a regionally accredited college or university.

### Conditional Admission

Conditional admission may be granted under certain circumstances to applicants who cannot satisfy all unconditional admission requirements.

Students admitted conditionally only because of a low undergraduate grade point average will be cleared of their conditional status if, at the completion of nine semester hours, they have achieved a 3.0 grade point average or greater on all graduate work attempted. Students must clear the conditional admission requirement of a 3.0 average at the completion of nine semester hours, or they will be dropped from the graduate program for one calendar year after which they may petition the Dean of the Graduate School to re-enter.

### Baccalaureate Degree Holders

Students who have earned a baccalaureate degree from a regionally accredited college or university, but lack the required grade point average and/or acceptable test score (official test score required) to be admitted unconditionally, may be granted conditional admission for a maximum number of nine semester hours. Students admitted under conditional status may, with the consent of their academic adviser, enroll in as many as nine semester hours during their first semester.

### Transfer Credit

A maximum of 12 semester hours taken at another regionally accredited college or university, with a grade of "B" or better, can be applied toward the degree. These courses must be comparable to Troy University's courses and must be approved the Hall School of Journalism and Communication's graduate faculty.

### Requirements for Admission to Candidacy

To be admitted to candidacy, students must have a 3.0 GPA on all work attempted. Unconditionally admitted graduate students must apply for admission to candidacy after completing nine semester hours of requirements as outlined for the degree program. The Admission to Candidacy form must be completed with the first 18 semester hours of the program. If the Admission to Candidacy form is not completed by the conclusion of 18 semester hours, a hold will be placed on the student's registration until the Admission to Candidacy process is completed. A student will be admitted to candidacy the term following completion of 12 semester hours.

### Degree Requirements

Successful completion of the courses listed below with an overall grade point average of 3.0 or better and successful completion of the required comprehensive examination is necessary to fulfill requirements for the degree. If a student makes a "D" or "F" in a core or concentration course, the course must be retaken. If the student earns a "D" or "F" in an elective course, the course may be retaken, or another elective course taken in its place. A "B" or better must be earned in the capstone course, COM 6699, and the research course, COM 6691.

#### Coursework: (30 Semester Hours)

COM	6600	3	Communication and Influence
COM	6605	3	Strategic Communication Theories
COM	6610	3	Leadership and Media Strategies
COM	6620	3	Contemporary Issues in Strategic Communication
COM	6630	3	Strategic Communication & Emerging Media
COM	6635	3	Strategic Organizational Communication
COM	6691	3	Strategic Communication Inquiry & Research
COM	6699	3	Strategic Communication Capstone
JRN	6615	3	Public Relations and Strategic Communication
JRN	6640	3	Communication Law and Ethics

2012-2013

**TROY UNIVERSITY**  
**MASTER OF SCIENCE IN STRATEGIC COMMUNICATION**  
 Graduate Degree Plan and Progress Record  
**30 Semester-Hour Program**

TROY Publication 384-240  
 Revised: 3/2012

Name:  Student ID#:  Campus:

Address:  Email:

Copy of transcript must be attached. May not use "Student Academic Credits" or "Academic Evaluation" report.

**DEGREE REQUIREMENTS:**

- |  |  |
|--|--|
| 1. GRE, or equivalent exam, test scores admitted | 7. Overall GPA of 3.0                                      |
| 2. Official transcript of all academic work      | 8. Completion of research requirement with a "B" or better |
| 3. Unconditional Admission                       | 9. All credit earned within 8 years of graduation          |
| 4. 30 Semester hours of credit                   | 10. Degree plan filed                                      |
| 5. Meet residency requirements                   | 11. Completion of Capstone course with a "B" or better     |
| 6. No more than two grades below "B"             | 12. Intent to Graduate filed                               |

**REQUIRED CORE COURSES** (30 Semester Hours)

COURSE NO.	TITLE	HRS.	GRADE	TERM / YR	TRANSFER CREDIT
COM 6600	Communication and Influence	3			
COM 6605	Strategic Communication Theories	3			
COM 6610	Leadership and Media Strategies	3			
COM 6620	Contemporary Issues in Strategic Communication	3			
COM 6630	Strategic Communication & Emerging Media	3			
COM 6635	Strategic Organizational Communication	3			
COM 6691	Strategic Communication Inquiry & Research	3			
COM 6699	Strategic Communication Capstone	3			
JRN 6615	Public Relations and Strategic Communication	3			
JRN 6640	Communication Law and Ethics	3			

**ITEMS TO BE DISCUSSED:**

- 1. One term limit to have transcript(s) and test scores on file
- 2. Temporary, Conditional, and Unconditional Admission
- 3. Availability of faculty for academic advising
- 4. Petition for transfer credit once unconditionally admitted
- 5. Class attendance
- 6. Drop and Withdrawal procedures; deadlines and consequences
- 7. Petition for an incomplete grade
- 8. Student participation in course and program evaluation
- 9. Other

**ADMISSION STATUS:**

TYPE	DATE	INITIALS
Conditional		
Unconditional		
Test Scores		

**STUDENT ACKNOWLEDGEMENT:** I have read the current year's Graduate Catalog and acknowledge the contents and requirements of the above degree. I have received academic advising for my Faculty Adviser, and I file my degree plan.

\_\_\_\_\_  
 Student's Signature Date

Approved: \_\_\_\_\_  
 Chair/Associate Dean or Dean Date

\_\_\_\_\_  
 Faculty Adviser Date

Approved: \_\_\_\_\_  
 Associate Dean or Dean, Graduate School Date

