

## 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	Troy Online
Strategic Communication					X

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

### MASTER OF SCIENCE IN STRATEGIC COMMUNICATION

**Students should consult the General Regulations section of the Graduate Catalog for additional information regarding Graduate School admission requirements, transfer credit, and other critical policies and procedures.**

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 online 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 Science 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.
2. Provide an official Troy University Letter of Recommendation that addresses the individual's potential for success in the Master of Science in Strategic Communication.

3. Provide an official baccalaureate transcript from a regionally accredited college or university.

### **Conditional Admission**

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**Conditional admission does not apply to this program.**

### **Transfer Credit**

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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 by the Hall School of Journalism and Communication’s graduate faculty.

### **Degree Requirements**

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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.

### **Required Coursework: (15 Semester Hours)**

COM	6600	3	Communication and Influence
COM	6605	3	Strategic Communication Theories
COM	6691	3	Strategic Communication Inquiry & Research
COM	6699	3	Strategic Communication Capstone
JRN	6640	3	Communication Law and Ethics

### **Elective Coursework: (15 Semester Hours)**

COM	6610	3	Leadership and Media Strategies
COM	6620	3	Contemporary Issues in Strategic Communication
COM	6630	3	Strategic Communication & Emerging Media
COM	6640	3	Global Communication
COM	6635	3	Strategic Organizational Communication
JRN	6600	3	Media Management
JRN	6615	3	Public Relations and Strategic Communication
JRN	6635	3	International Advertising

2022-2023

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

TROY Publication 384-254  
 Revised: 1/2022

Name:  Student ID#:  Campus:   
 Address:  Email:

**DEGREE REQUIREMENTS:**

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| <ul style="list-style-type: none"> <li>1. Intent to Graduate filed</li> <li>2. Official transcript(s)</li> <li>3. Unconditional Admission</li> <li>4. 30 Semester hours of credit</li> <li>5. Meet residency requirements</li> <li>6. No more than two grades below "B"</li> </ul> | <ul style="list-style-type: none"> <li>7. Overall GPA of 3.0</li> <li>8. Completion of research requirement with a "B" or better</li> <li>9. All credit earned within 8 years of graduation</li> <li>10. Completion of Capstone course with a "B" or better</li> </ul> |
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**REQUIRED CORE COURSES** (15 Semester Hours)

COURSE NO.	TITLE	HRS.	GRADE	TERM / YR	TRANSFER CREDIT
COM 6600	Communication and Influence	3			
COM 6605	Strategic Communication Theories	3			
COM 6691	Strategic Communication Inquiry & Research	3			
COM 6699	Strategic Communication Capstone	3			
JRN 6640	Communication Law and Ethics	3			

**ELECTIVE COURSES** (15 Semester Hours)

COURSE NO.	TITLE	HRS.	GRADE	TERM / YR	TRANSFER CREDIT
		3			
		3			
		3			
		3			
		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		

