Come back to Iowa to upgrade and update your knowledge, skills and experience for career success—from your home! The University of Iowa School of Journalism and Mass Communication announces a new online graduate program in Strategic Communication for professional communicators in media and non-media companies, nonprofits and government agencies.

- The Master of Arts in Strategic Communication (MA-SC) combines the convenience of online education with the rigors and rewards of a graduate degree from the University of Iowa.
- You will learn the latest in new technologies, techniques and platforms for communications across any media for any institution.
- Nationally recognized University of Iowa professors as well as professional experts in strategic communication teach the courses.
- You can earn a master’s degree at your own pace, without putting your career on hold, taking one course per semester and during the summer.
- The program is eligible for many corporate and institutional educational subsidy programs.

FOR MORE INFORMATION
see http://www.uiowa.edu/sjmc-stratcomm/
or email donald-mcleese@uiowa.edu

School of Journalism and Mass Communication
Strategic communication encompasses a variety of careers in professional communication, including corporate communication, organizational communication, public relations, integrated marketing communication, advertising, political and public affairs communication, health communication, event planning, risk communication, professional writing, etc. The MA in Strategic Communication program lays a foundation of principles and platforms common to all of these disciplines (communication, leadership, social media and new technologies and venues, cross-cultural persuasion) while giving you the option to focus on your career aspirations through elective courses.

The combination of the foundation provided by the required courses and the flexibility afforded by the electives enhances the value of the program for a wide range of professions.

**DEGREE REQUIREMENTS**

**Core courses**

019:225: [JMC:5300] Media Principles, Problems and Challenges, 3 s.h.
019:226: [JMC:5400] Master’s Advanced Reporting and Writing, 3 s.h.
019:299: [JMC:5955] Capstone Project in Strategic Communication, 3 s.h. (above all mandatory)

019: 240: [JMC:5240] Social Media and Web Communication, 3 s.h.
019: 237: [JMC:5237] Financial and Budget Fundamentals for Communicators, 3 s.h. (one of the two required, both recommended)

Total core course hours: 15

**Electives** (all 3 s.h.) will include the following:

019:238: [JMC:5238] Strategic Communication Campaigns
019:239: [JMC:5239] Strategic Web Video Communication
019:266: [JMC:5266] Risk Communication
019:248: [JMC:5248] Strategic Political Communication
019:267: [JMC:5267] Strategic Health Care Communication
019:285 [JMC:5285] Strategic Communication Externship

Required elective course hours: 15

Minimum total credits for the MA-SC degree: 30 semester hours