



# M.A. STRATEGIC COMMUNICATIONS

Establishing clear communications between critical stakeholders is essential to the success of any business, nonprofit, or public agency. As a result, strategic communication professionals often find themselves at the highest levels of industry, health care, government, and other sectors, advising leaders during times of crisis, new product launches, or sweeping public policies that impact individuals around the world.

Professionals who have a master's degree in strategic communications find success as chief communications officers for multinational corporations, public information officers for major government agencies, communication directors for elected officials, and consultants who run their own agencies in health care, public policy, and business. Marketing professionals, writers, entrepreneurs, non-profit advocates, and leaders from all industries rely on strategic communications for success.

## STRATEGIC COMMUNICATIONS AT KING'S COLLEGE

Our Master of Arts in Strategic Communications is designed to deliver immediate career growth for both those already in the field and recent college graduates. Completed entirely online, this 30-credit program is the only one of its kind in Northeastern Pennsylvania. By following the suggested course sequence, you can complete the program in as little as 21 months.

Learn how to closely align strategy and tactics with meaningful goals that deliver tangible results and the latest trends, emerging technologies, and best practices that maximize the marketable value you bring to future employers and business opportunities.

**30 credits**  
ONLY PROGRAM OF ITS KIND  
IN THE NORTHEAST

**Online**  
DESIGNED FOR WORKING  
PROFESSIONALS

**21 months**  
MINIMUM PROGRAM LENGTH

