



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

STRATEGIC COMMUNICATIONS AT KING'S COLLEGE



ADMISSION REQUIREMENTS

Students with any bachelor's degree from an accredited U.S. institution or foreign equivalent are welcome to apply to the program. Admission materials include:

- Resume or CV
- Official transcripts (suggested undergraduate GPA of 3.25)
- Two letters of recommendation

Graduate Record Examination (GRE) scores or other admissions test scores are not required.

PROGRAM COURSE REQUIREMENTS

COURSE NUMBER	COURSE NAME.....	CREDITS
COMM 501	Survey of Strategic Communications	3
COMM 502	Executive Communications	3
COMM 503	Media Relations in the Digital Ecosystem.....	3
COMM 504	Strategic Communications	3
COMM 505	Global Perspectives in Communications	3
COMM 506	Emerging Media	3
COMM 507	Crisis Communications	3
COMM 509	Strategic Communications Internship	6
COMM 510	Strategic Communications Capstone	3
TOTAL CREDITS		30

QUESTIONS:



contact:
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Graduate Admission Counselor
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judieburrige@kings.edu

TO APPLY:

www.kings.edu/applygraduate

TO VIEW THE COURSE SCHEDULE:

www.kings.edu/graduateschedule

LEARN MORE AT

www.kings.edu/stratcomm