

# 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 at Troy, Phenix City, Dothan Campus, and Dothan Campus.*

*Strategic Communication*


\* 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 employment in 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:

- X Knowledge of digital media and multi-media platforms as they pertain to communication and leadership;
- X Academic research skills in strategic communication and related scholarly fields;
- X Critical thinking;
- X Written professional communication skills;
- X Professional network formation;
- X Knowledge of and the skills to study the emerging communication trends and how online media impact the public and communication industries;
- X 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 for the Master of Science in Strategic Communication.  
AND
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