

# Executive Master's in Strategic Communication

Duration: 16 Months

Total Credits: 36

## Fall 2018

- Strategic Communications Management – 3 Credits
- Principles in Persuasion – 3 Credits
- The Compelling Communicator – 3 Credits

## Spring 2019

- Communication Research & Insights – 3 Credits
- The Reflective Leader – 3 Credits
- Digital Media & Analytics – 3 Credits

## Summer 2019

- Elective 1 – 3 Credits
- Elective 2 – 3 Credits
- Elective 3 – 3 Credits

## Fall 2019

- Elective 4 – 3 Credits
- Elective 5 – 3 Credits
- Capstone – 3 Credits

## Core Courses

- Strategic Communication Management
- Principles in Persuasion
- The Compelling Communicator
- Communications Research and Insights
- The Reflective Leader
- Digital Media and Analytics
- Capstone