



Executive M.S. in Strategic Communication

Curriculum Sequence

Duration	16 Months
Total Points	36

Fall 2020

3 Core Courses (3 credits each)

Strategic Communication Management
Digital Communication Strategy
The Compelling Communicator

5 Monthly On-Campus Intensives

Course study is a combination of monthly on-campus and weekly online instruction.	August	19–22
	September	12–13
	October	17–18
	November	14–15
	December	11–12

Summer 2021

3 Elective Courses (3 credits each)

Summer electives are offered in different modalities - evenings on campus, online, one-week blocks, and hybrid.

No required intensives

Spring 2021

3 Core Courses (3 credits each)

Communication Research & Insights
The Reflective Leader
Digital Media & Analytics

5 Monthly On-Campus Intensives

Course study is a combination of monthly on-campus and weekly online instruction.	January	9–10
	February	6–7
	February (Master Class, AM only)	27
	March	6–7
	March (Master Class, AM only)	27
	April	10–11
	May	1–2

Fall 2021

2 Elective Courses (3 credits each)

1 Core Course (3 credits)

Capstone

5 Monthly On-Campus Intensives

Course study is a combination of monthly on-campus and weekly online instruction.	August	26–28
	September	18–19
	October	16–17
	November	13–14
	December	10–11