



COLUMBIA SPS

Strategic Communication

M.S. in Strategic Communication: Full-Time Path

16-Month Curriculum Sequence

Total Credits, 36

Fall 2024

4 Core Courses (3 credits each)

Strategic Communication Management
Digital Communication Strategy
The Compelling Communicator
Industry Insider

Spring 2025

3 Core Courses and 1 Elective (3 credits each)

Communication Research & Insights
The Authentic Leader
Digital Media & Analytics
Elective 1

Summer 2025

1 Elective (3 credits each)

Elective 2*

Fall 2025

1 Core Course and 2 Electives (3 credits each)

Elective 3
Elective 4
Strategic Communication Capstone Project

**Students have the option to do a Practicum (graduate-level internship) during the summer term.*