

# Strategic Communication and Leadership, M.A.

The master of arts degree in Strategic Communication & Leadership consists of three career-enhancing certificates (Executive Communication, Social Media for Public Relations and Advertising, and Health Leadership Communication) and a capstone project.

Students in the program engage in roundtable discussions and hands-on projects while learning about cutting-edge theory and research relevant to communication challenges and career options that interest them. The curriculum is grounded in ethical leadership, appreciation for diversity, goal-setting, teamwork, strategy-building, and message design. Students develop professional portfolios as they work with actual clients to assess internal and external communication and develop strategic communication plans. Graduates of the program succeed in careers involving leadership, advertising and public relations, social media, community relations, sports information, communication skills training, fundraising, and more. Because some courses apply to more than one certificate, students can earn all three 12- credit-hour certificates and the master's degree by completing a total of 33 credits.

## Admission Requirements

A bachelor's degree or higher is required. Applicants need not have a previous degree in communication, and no prerequisite courses are required.

### To Pursue One Certificate

Those interested in completing only one certificate should apply for non-degree-seeking status on the UWF Graduate School Admissions website and submit to Graduate Admissions a college transcript with an institutional GPA of 3.0 or higher (on a 4-point scale) in the last degree they earned.

### To Pursue Two or More Certificates or the Master's Degree

Anyone interested in completing two or more certificates or the entire master's degree should apply for degree-seeking status in the Strategic Communication & Leadership program via the UWF Graduate School Admissions website through express or regular admission.

Express admission is granted to a limited number of students who have earned a bachelor's or advanced degree from UWF with an institutional GPA of 3.25 or higher. Interested persons are invited to contact the Department of Communication at [deptofcommunication@uwf.edu](mailto:deptofcommunication@uwf.edu) to see if they qualify. (Express admission is only available to those who have graduated from a UWF undergraduate program within 4 semesters of beginning graduate studies.)

Applicants are considered for regular admission based on University graduate admission requirements described in the [Admissions section](#) of the UWF catalog and the following:

- Undergraduate degree or higher in any field
- Minimum institutional GPA\* of 3.0 on a 4-point scale in their last degree
- Two letters of recommendation

- Current resumé or curriculum vita
- Answers to essay questions in the application

\* Institutional GPA includes all coursework applied toward a degree with the exception of transfer credit.

## Degree Requirements

- No grade below a "B" will be applied toward certificate or degree requirements.
- Students who earn below a "B" may be dismissed from the program.

## Major Courses

### Certificate in Executive Communication

COM 6207	Advanced Communication Leadership (if not already taken)	3
COM 6525	Strategic Communication (if not already taken)	3
SPC 6646	Strategic Approaches to Presentational Speaking	3
COM 5206	Communication Training	3
	or COM 6401 Communication Theory	

**Total Hours** 12

### Certificate in Social Media for Public Relations and Advertising

COM 6525	Strategic Communication (if not already taken)	3
COM 6312	Advanced Communication Research Methods	3
COM 6565	Social Media for Public Relations and Advertising	3
ADV 6215	Emerging Topics in Advertising	1.5
PUR 6937	Emerging Topics in Public Relations	1.5

**Total Hours** 12

### Certificate in Health Leadership Communication

COM 5025	Health Communication	3
COM 5146	Fundraising Communication	1.5
COM 6207	Advanced Communication Leadership (if not already taken)	3
JOU 6115	Interviewing and Information Gathering	3
COM 6236	Advanced Crisis Communication	1.5

**Total Hours** 12

### Master's Degree in Strategic Communication & Leadership Capstone

COM 6930	Capstone Project	3
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**Total Hours** 3

## Executive Communication Graduate-Level Certificate

Department: [Communication](#)

Semester Hours: 12

Participants will learn to engage successfully in ethical leadership, workplace morale and innovation, data gathering and analysis, and

strategic message design and delivery. No matter what the field, advanced training in leadership communication is a career booster.

Students may complete this certificate only or may also pursue the Certificate in Social Media for Public Relations and Advertising and/or the Certificate in Health Leadership Communication, all offered by the Department of Communication. Those who complete all three certificates and a capstone project course will earn a master's degree in Strategic Communication & Leadership. (See description of the master's degree for more details.)

### Admission Requirements

A bachelor's degree or higher is required. Applicants need not have a previous degree in communication, and no prerequisite courses are required. Those interested in earning only this certificate should apply for non-degree seeking status on the UWF Graduate School Admission website and submit to Graduate Admissions a college transcript with an institutional GPA\* of 3.0 or higher (on a 4-point scale) in the last degree they earned. Those interested in earning two or more certificates in the Department of Communication or the master's degree in communication should instead apply as degree-seeking. (Please see directions at [Strategic Communication & Leadership](#) (p. 1) master's degree.)

\* Institutional GPA includes all coursework applied toward a degree with the exception of transfer credit.

### Degree Requirements

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- Students who earn below a "B" may be dismissed from the program.

### Curriculum

COM 6207	Advanced Communication Leadership (if not already taken)	3
SPC 6646	Strategic Approaches to Presentational Speaking	3
COM 5206 or COM 6401	Communication Training Communication Theory	3
COM 6525	Strategic Communication (if not already taken)	3
<b>Total Hours</b>		<b>12</b>

### Health Leadership Communication Certificate

Department: [Communication](#)

Semester Hours: 12

The program prepares students for leadership positions in the healthcare industry, particularly as they relate to public relations, advertising, crisis communication, and fundraising.

Students may complete this certificate only or also pursue the Certificate in Executive Communication and/or the Certificate in Social Media for Advertising and Public Relations, all offered by the Department of Communication. Those who complete all three certificates and a capstone project course will earn a master's degree in Strategic Communication & Leadership. (See description of the master's degree for more details.)

### Admissions Requirements

A bachelor's degree or higher is required. Applicants need not have a previous degree in communication, and no prerequisite courses are required. Those interested in earning only this certificate should apply for non-degree seeking status on the UWF Graduate School Admission website and submit to Graduate Admissions a college transcript with an institutional GPA\* of 3.0 or higher (on a 4-point scale) in the last degree they earned. Those interested in earning two or more certificates in the Department of Communication or the master's degree in communication should instead apply as degree-seeking. (Please see directions for the [Strategic Communication & Leadership](#) (p. 1) master's degree.)

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### Degree Requirements

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- Students who earn below a "B" may be dismissed from the program.

### Curriculum

COM 5025	Health Communication	3
COM 6207	Advanced Communication Leadership (if not already taken)	3
COM 5146	Fundraising Communication	1.5
COM 6236	Advanced Crisis Communication	1.5
JOU 6115	Interviewing and Information Gathering	3
<b>Total Hours</b>		<b>12</b>

### Social Media for Public Relations & Advertising Graduate-Level Certificate

Department: [Communication](#)

Semester Hours: 12

Participants in this program master skills and knowledge to help them excel in the integrated communication industry, which includes positions in public relations, internal communication, and brand management.

Students may complete this certificate only or may also pursue the Certificate in Executive Communication and/or the Certificate in Health Leadership Communication, all offered by the Department of Communication. Those who complete all three certificates and a capstone project course will earn a master's degree in Strategic Communication & Leadership. (See description of the master's degree for more details.)

### Admissions Requirements

A bachelor's degree or higher is required. Applicants need not have a previous degree in communication, and no prerequisite courses are required. Those interested in earning only this certificate should apply for non-degree seeking status on the UWF Graduate School Admission website and submit to Graduate Admissions a college transcript with a cumulative GPA of 3.0 or higher (on a 4-point scale) in the last degree they earned. Those interested in earning two or more certificates in the Department of Communication or the master's degree in communication should instead apply as degree-seeking. (Please see directions for the [Strategic Communication & Leadership](#) (p. 1) master's degree.)

## Degree Requirements

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## Curriculum

COM 6525	Strategic Communication (if not already taken)	3
ADV 6215	Emerging Topics in Advertising	1.5
PUR 6937	Emerging Topics in Public Relations	1.5
COM 6565	Social Media for Public Relations and Advertising	3
COM 6312	Advanced Communication Research Methods	3
<b>Total Hours</b>		<b>12</b>