

MASTERS OF ARTS IN STRATEGIC COMMUNICATION AND LEADERSHIP

Mission Statement

This innovative program emphasizes in-depth knowledge of communication theory, research, strategies, and practice. It recognizes that the current communication environment is dynamic and increasingly complex. Students learn to collect and integrate a diverse array of data to help them make ethical, well-informed decisions as leaders and implement communication strategies that are mission-oriented and beneficial to both internal and external stakeholders. The program features an optional graduate-level certificate in health communication leadership, one of the fields with greatest growth in the country.

Student Learning Outcomes

Graduates with a Master of Strategic Communication and Leadership degree should be able to do the following:

Content

- Describe concepts and principles relevant to leadership/strategic communication.

Critical Thinking

- Apply the principles of leadership/strategic communication to actual communication contexts.

Communication

- Demonstrate the ability to craft effective messages and/or presentations.

Integrity/Values

- Demonstrate knowledge of and commitment to ethical principles.

Assessment of Student Learning Outcomes

We will assess how proficient students in the Capstone Project course are at applying concepts and principles relevant to leadership, strategic communication, health communication, and/or integrated communication to professional-quality projects with actual clients.

Job Prospects

This program prepares graduates for careers in public relations, advertising, leadership, fundraising, and community relations. There is high demand for professionals with these skills, according to the Florida State University System Gap Analysis and the U.S. Bureau of Labor Statistics.

Find out more about Master of Arts in Strategic Communication and Leadership at UWF:

<https://uwf.edu/cash/departments/communication/graduate-programs/strategic-communication-and-leadership/>