Master of Arts in
STRATEGIC COMMUNICATION & LEADERSHIP
and Graduate-Level Certificate in Health Communication Leadership

DEPARTMENT OF COMMUNICATION ARTS
at the UNIVERSITY OF WEST FLORIDA

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Do We Think Alike?

Thanks for your interest in the Strategic Communication & Leadership master’s degree at UWF. I feel fortunate to be a professor in this extraordinary program, and I'm delighted to tell you more about it.

Given that this is no ordinary graduate program, how do you know if it’s for you? Through the years, I have developed a compatibility quiz of sorts. It goes like this:

1. Do you believe that good relationships and teamwork are key to success?
2. Are you interested in becoming a leader who inspires others, listens well, and helps teams surpass their goals?
3. Do you enjoy weighing the benefits of diverse options to determine which strategies will be most beneficial for everyone involved?
4. Do you strive to be a better decision maker by honing your skills at interviewing, observing, conducting surveys, and synthesizing information?
5. Do you enjoy dynamic, hands-on learning?
6. Are you interested in building a portfolio that showcases your professional-quality accomplishments even before you graduate?
7. Do you enjoy learning about current communication issues in a variety of arenas, such as media, health care, public relations, and nonprofit organizations?
8. Is it important to you to work closely with professors, community leaders, and professionals?

If you answered yes to these questions, then we do think alike. Like you, we believe that these issues are fascinating, important—and frankly, a lot of fun. What’s more, employers agree. These are some of the most sought-after talents in every industry. Please read on. If you think this program is for you, don’t hesitate to contact me at adupre@uwf.edu. I'm happy to answer questions and help with the process!

Sincerely,

Distinguished University Professor
Graduate Program Director

CLICK HERE TO APPLY: http://uwf.edu/graduate/graduate-admissions/apply-now/
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What Is Strategic Communication?

Strategic communication is mindful, goal-oriented, and ethical. It involves a clear-headed understand of where we are and where we want to go, along with a clear plan for getting there. Strategic communication requires that we be good listeners, open minded, and focused on both internal and external environments. It is also critical that we be inspiring leaders who can help teams realize their full potential.

What Is Special About This Program?

• Nationally recognized professors work closely with students in and out of the classroom.
• Evening and weekend classes meet the needs of busy professionals.
• Students gain hands-on experience working with business and community leaders.
• The program includes discussions and collaborations with experts in the field.
• Students create professional portfolios to showcase their work in the program.
• The program culminates with a capstone project in the student’s chosen field.

“Pursuing my communication master’s degree at UWF was the best educational decision I ever made. The coursework was challenging, and the professors were able to give students personalized attention. Going through the program helped me prepare for more than my current role at Baptist Health Care— it helped me prepare for life.”

Krystle Galace, Planning & Grants Specialist at Baptist Health Care

What Can I Do With This Degree?

Advanced training in communication is more vital than ever as our society is reshaped by access to information, technological advancement, and increases in global interaction. Our graduates excel in health care, politics, public service, academics, nonprofit foundations, multinational corporations, education, their own businesses, and other settings.
What Are My Options Within the Program?

Master’s Degree in Strategic Communication & Leadership

Core courses in the 36-credit-hour master’s degree program include advanced leadership, strategic communication, organizational assessments, and discovery methods.

Then students choose from a variety of courses about current issues in health care, public affairs, media, nonprofit organizations, and other professional contexts.

Special topics courses focus on issues such as visual communication and crisis management.

Near the conclusion of the degree, students design and carry out professional-quality projects that apply what they have learned to their career goals.

Certificate in Health Communication Leadership

Health care is one of the most rapidly growing fields in the country, and effective communication is critical to innovation, leadership, teamwork, visioning and change, and patient care.

Students may pursue the 12-hour graduate-level certificate as a stand-alone program, or they may earn the certificate while pursuing a master’s degree without taking additional courses.
COURSE LISTINGS

Master of Arts in Strategic Communication & Leadership

FOUNDATIONAL PROFICIENCY
COM 5005–Introduction to Graduate Studies in Communication (1.5 sem hours)

CORE PRINCIPLES
COM 6207–Advanced Leadership Communication (3sh)
COM 6525–Strategic Communication (3sh)

DISCOVERY METHODS
COM 6312–Advanced Communication Research Methods (3sh)
JOU 6115–Interviewing and Information Gathering (3sh)

STRATEGIC APPLICATIONS
COM 5206–Communication Training (3sh)
COM 6129–Assessing Organizational Dynamics (3sh)
SPC 6646–Strategic Approaches to Presentational Speaking (3sh)

STRATEGIC COMMUNICATION CONCEPTS
Take a total of 12 semester hours from the following options.
COM 6024–Emerging Topics in Health Communication (1.5sh)
JOU 6010–Emerging Topics in Media Issues (1.5sh)
PUR 6408–Emerging Topics in Public Affairs (1.5sh)
COM 6210–Emerging Topics in Nonprofit Organizational Communication (1.5sh)
PUR 6625–Emerging Topics in Communication Law and Ethics (1.5sh)
COM 5025–Health Communication (3sh)
COM 5933–Special Topics in Communication (1.5sh)
COM 6511–Emerging Topics in Political Communication (1.5sh)
COM 5527–Communication Agency
Com 6528–Advanced Team Project/Student Enterprise

CAPSTONE PROJECT
COM 6930–Strategic Communication Project (3sh)

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COURSE LISTINGS

Health Communication Leadership Certificate

CORE PRINCIPLES
COM 6207–Advanced Leadership Communication (3sh)
COM 5205–Health Communication (3sh)

EMERGING TOPICS
COM 6024–Emerging Topics in Health Communication (1.5sh)
Additional 7.5 semester hours of your choice from the MA curriculum

You can earn the certificate in one year.
You may pursue only the certificate or earn it as you work toward the master’s degree.
Because all of the courses in the certificate apply to the master’s degree, you can attain both without taking extra courses.
Typical Course Schedule

Whether students begin the program in spring, summer, or fall, most of them complete the master's degree in about two years. Following is a typical schedule, although it is possible to take more or fewer classes per semester than listed here.*

FIRST FALL
Introduction to Graduate Studies in Communication (1.5sh)
Advanced Leadership Communication (3sh)
Strategic Communication (3sh)

FIRST SPRING
Advanced Communication Research Methods (3sh)
Interviewing and Information Gathering (3sh)

FIRST SUMMER
6 total semester hours of communication context courses

SECOND FALL
Assessing Organizational Dynamics (3sh)
Strategic Approaches to Presentational Speaking (3sh)
Capstone Project, Part 1 (1.5sh)

SECOND SPRING
Communication Training (3sh)
Capstone Project, Part 2 (1.5sh)
Communication context course (1.5sh)

SECOND SUMMER
4.5 total semester hours of communication context courses

* It is sometimes necessary to alter the schedule to better suit students or make the most of faculty resources.
Admission Requirements

The department selection committee conducts a holistic evaluation of each candidate, meaning that a candidate who falls a bit short in one category may compensate for it by excelling in another. Do keep in mind, though, that we receive more applications than we can accept, and admission can be quite competitive.

Standardized Test Score
The preferred admission exam for this program is the Miller Analogies Test (MAT), however we do accept GRE and GMAT scores.

Most favorable consideration is given to applicants with one of the following:

- MAT score of at least 400
- GRE verbal score of at least 153 and analytical writing score of at least 4
- GMAT composite score of at least 400

Visit the UWF Testing Center website at www.uwf.edu/testing for details on when and how to take these exams on campus.

Additional Requirements

- Undergraduate degree or higher in a related field
- Two letters of reference
- Current curriculum vitae or resume
- Application essay
- Minimum undergraduate cumulative GPA of 3.2 on a 4-point scale
- University graduate admission requirements described at uwf.edu/catalog/adm_grad.cfm

NOTE: Undergraduates in the UWF Department of Communication Arts with high GPA’s who plan to begin the master’s degree the semester after they graduate may qualify for express admission, which precludes some of these requirements. Email us for additional information.

When to Apply

For the best chance of being accepted, apply:

- By November for Spring term
- By March for Summer term
- Between March 1 and May 15 for fall term

All the same, don’t let a missed deadline stop you from applying. If we still have a seat left and you’re a great candidate, there may be a chance you can still be admitted.
Costs and Financial Assistance

UWF Graduate Admissions Website
Find information about costs, residency requirements, and housing options at uwf.edu/graduate/graduate-admissions/graduate-admissions-overview.

Net Price Calculator
UWF offers an online net price calculator you can use to calculate the costs of graduate school based on your situation at http://uwf.edu/offices/financial-aid/cost-of-attendance/the-net-price-calculator/.

Estimated Tuition and Fees Chart
See exactly how much it will cost to enroll in classes at http://catalog.uwf.edu/graduate/tuitionandfees/.

Financial Aid
Information about funding opportunities for graduate students is available at uwf.edu/graduate/graduate-admissions/graduate-admissions-overview. (Click Tuition & Funding.)

Graduate Assistantships
Communication Arts offers a number of assistantships for students to work with professors, conduct research, take part in strategic communication initiatives, and opportunities to teach courses. The majority of these assistantships are awarded to students once they have completed a few courses in the program, but they sometimes are available for first-timers. Graduate assistants earn stipends and qualify for reduced tuition. To indicate your interest in an assistantship, contact Professor du Pré at adupre@uwf.edu.