

MASTER OF ARTS IN STRATEGIC COMMUNICATION AND LEADERSHIP

Mission Statement

The M.A. degree in Strategic Communication & Leadership is an innovative program emphasizing in-depth knowledge of communication theory, research, strategies, and practice. It recognizes that the current communication environment is dynamic and complex and has become increasingly challenging to manage. The MA grounds communication policy and practice in correctly identifying public, organizational, and promotional challenges to formulate communication solutions that advance changes in knowledge, beliefs, attitudes, and behaviors in appropriate audiences.

Student Learning Outcomes

Graduates of the Strategic Communication & Leadership graduate program will attain proficiency in the following areas:

Content

- Describe and apply concepts and principles relevant to strategic communication
- Describe theory and research regarding leadership communication
- Develop effective communication training strategies based on sound principles and techniques
- Identify and describe effective means of researching communication issues
- Identify and gain experience using a complementary blend of communication skills
- Describe and identify current communication issues in a range of interdependent contexts

Critical Thinking

- Apply the principles of strategic communication and leadership to actual communication events and contexts
- Articulate how theory and research apply to real-life communication challenges
- Evaluate effective and ineffective communication in a range of contexts
- Suggest strategies for improving communication within organizations and with the public

Communication

- Accurately analyze audiences
- Demonstrate the ability to craft effective communication campaigns and presentations
- Display skill in delivery, audience response, and follow-up
- Effectively choose from diverse media options
- Effectively give and receive feedback
- Demonstrate leadership skills relevant to listening, motivating, encouraging, and integrating diverse people and information

- Successfully train others in effective communication skills
- Use information technology to effectively communicate with other

Character/Integrity/Values

- Distinguish between ethical and unethical leadership approaches
- Ethically and accurately interpret, design, conduct, and share research
- Articulate and explain ethical principles of persuasion, honesty, and privacy, and engage in behaviors that demonstrate a commitment to adhering to these principles

Project Management

- Design, carry out, and analyze professional-quality projects both individually and as part of a team
- Practice effective time management strategies
- Collaborate effectively with classmates and members of the community

Assessment of Student Learning Outcomes

Direct evaluation: All students enrolled in COM 6930 Organizational Communication Project & COM 6027 Health Communication Leadership Project, will complete portfolios, which will be evaluated by multiple faculty members in the final stages of students’ M.A. program to determine if expectations were met well, met, or not met. Further direct evaluation will be supplied by three communication professionals in the community, who will provide feedback on the same projects to gauge the students’ achievement level on the basis of the same criteria.

Indirect evaluation: The projects completed by students, in conjunction with our community partners, will be evaluated by supervisors in the partner agencies on the basis of the same criteria.

Job Prospects for the Master of Arts in Strategic Communication and Leadership:

Communication professionals holding this degree serve in leadership positions related to:
 Public Communication in Health Care
 Politics
 Public Service

Nonprofit Foundations
 Multinational Corporations
 Education
 Commercial Business
 Government

Most of them are leaders of one sort or another, ranging from CEOs and vice presidents to human resources managers, media managers, account executives, public relations professionals, designers, consultants, campaign directors, unit supervisors, etc.

Find Out More about a Masters in Strategic Communication and Leadership at UWF:

<http://uwf.edu/cassh/departments/communication-arts/>