



New Program Report

Date Submitted:

06/27/2024

Institution

Webster University

Site Information

Implementation Date:

6/1/2024 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:

099999

CIP Description:

Any instructional program in communication, journalism, and related fields not listed above.

CIP Program Title:

Communication, Journalism, and Related Programs, Other

Institution Program Title:

Strategic Communications

Degree Level/Type

Degree Level:

Master Degree

Degree Type:

Master of Arts (MA)

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:

n/a

Specific Population Characteristics to be served:

n/a

Faculty Characteristics



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Webster University has academic policies describing minimum faculty qualifications by discipline. These policies meet or exceed guidelines from the Higher Learning Commission.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Webster University strives to have more than 50% of credit hours assigned to full-time faculty. Percentages can be above 75%. The percentage of credit hours assigned to full-time faculty will vary based on student enrollment in a program at any given time.

Expectations for professional activities, special student contact, teaching/learning innovation:
Faculty are expected to continually engage in appropriate professional development activities to ensure their professional qualifications are current. The University provides resources to help ensure robust student contact and engagement. The University also provides resources for faculty to innovate their teaching/learning to meet clear learning outcome objectives.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 5
Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 5

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:
Webster University will maintain its accreditation by the Higher Learning Commission. There are no plans to pursue specialized accreditation at this time for this program.

Program Structure

Total Credits:

36

Residency Requirements:

n/a

General Education Total Credits:

0

Major Requirements Total Credits:

36

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
ADVT 5321	3	Advertising Decision-Making
STCM 5250	3	Analytics for Strategic Communications



New Program Report

PBRL 5323	3	Organizational Communications
MEDC 5360	3	International Communications
NPRO 5300	3	Visual Storytelling
STCM 5210	3	Digital Media Strategy
MEDC 6000	3	Seminar in Media Communications
MEDC 5350	3	Media Organization and Regulations
PBRL 5322	3	Public Relations
MEDC 5310	3	Media and Culture
PBRL 5465	3	Crisis Management Communications
MEDC 5300	3	Strategic Communications

Free Elective Credits:

0

Internship or other Capstone Experience:

MEDC 6000 Seminar in Media Communications (3 hours)

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Strategic Communications (MA)

This program is offered by the School of Communications. It is available online.

470 E. Lockwood Ave.
St. Louis, MO 63119

Program Description

The Master of Arts (MA) in Strategic Communications is a comprehensive program providing students with an in-depth understanding of communication strategies, theories, and practices in professional settings. This program focuses on the evolving landscape of communication and media, equipping students with the knowledge and skills required to navigate and excel in the dynamic field of strategic communication.

Students examine core principles of effective communication, studying areas such as branding, digital and social media, public relations, advertising, crisis communication, analytics, and strategic planning. The curriculum is structured to integrate theoretical knowledge with practical applications, emphasizing critical thinking, creativity, and ethics in communications.

This degree will give students communications skills needed for career success and advancement.

Learning Outcomes

Successful graduates of this program will be able to:

- Express a deep understanding of strategic communication and its application.
- Apply communication strategy to support or effect organizational outcomes, including how to implement data driven decision making in planning, executing, and evaluating communication initiatives.
- Develop strategic, multi-platform messaging programs that utilize breakthrough communications strategies.
- Distinguish the influences of media and culture on global strategic communications.

Program Curriculum

The 36 credit hours required for the MA in strategic communications include the following courses:

Core Courses (36 credit hours)

- MEDC 5300 Strategic Communications (3 hours)
- STCM 5210 Digital Media Strategy (3 hours)
- STCM 5250 Analytics for Strategic Communications (3 hours)
- PBRL 5322 Public Relations (3 hours)
- ADVT 5321 Advertising Decision-Making (3 hours)
- NPRO 5300 Visual Storytelling (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- MEDC 5360 International Communications (3 hours)
- PBRL 5323 Organizational Communications (3 hours)
- PBRL 5465 Crisis Management Communications (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University

Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.