

MGA

Academic Program - Course Schedule and Learning Outcomes

Campus:
Online

College/School:
Middle Georgia State University/Arts and Sciences

Department: **Media, Culture, and the Arts**

Academic Degree:
Graduate Certificate

Major:
Strategic Communication

Track (if applicable):

What are the Program Learning Outcomes?

A learning outcome is a description of the knowledge, skills and abilities you will gain as you complete your coursework.

1. Students will analyze and evaluate public relations strategies that are instrumental to the profession.
2. Students will research, analyze, and evaluate the latest digital environments and web technologies to write, create, and publish for a variety of audiences.
3. Students will be able to apply and utilize advanced theoretical approaches to develop case studies or campaigns.

What courses do I need to take to graduate from this program?

	Academic Semester and Session Offerings		
	Fall (12 hours)	Spring (12 hours)	Summer (6 hours)
	COMM 6610 (2 nd Session) MGMT 5610 or MKTG 5000 (1st session)	MCOM 5200 or ITEC 6620 (2nd Session)	MCOM 5030 MCOM 5010

What jobs have recent graduates received after completing this program?

Jobs in all manner of industries who use strategic communication.