

**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?**

|  | <b>Academic Semester and Session Offerings</b>  |  |                         |
|--|---|--|-------------------------|
|  | <b>Fall (12 hours)</b>  | <b>Spring (12 hours)</b>   | <b>Summer (6 hours)</b> |
|  | MCOM 6020 (1 <sup>st</sup> Session)<br>COMM 6610 (2 <sup>nd</sup> Session)<br>Elective (1st Session)<br>MCOM 6020 (2nd Session) | MCOM 5000 (1 <sup>st</sup> Session)<br>Elective (1 <sup>st</sup> Session)<br>MCOM 6000 (2 <sup>nd</sup> Session)<br>MCOM 5200 or ITEC 6620 (2nd Session) | MCOM 5030<br>MCOM 5010  |

**What jobs have recent graduates received after completing this program?**

Jobs in all manner of industries who use public relations.