

MAMC: Global Strategic Communication

Total Credits Required: 38

Culture Core (9 credits required)

		Credits
MMC 5708	Foundations of Intercultural Communication	3
PUR 6409	International Issues Management and Crisis Communication	3
VIC 5315	Global Activism and Social Change Communication	3

Messaging Core (7 credits required)

		Credits
MMC 6936	Video Storytelling	4
MMC 6936	Public Affairs Communication	3

Communication Core (6 credits required)

		Credits
MMC 6400	Mass Communication Theory	3
MMC 6421	Applied Strategic Communication Research Methods	3

Specialization Concentration (12 credits required)

Web Design		14
Social Media		12
MBA	(offered in collaboration with Stetson University)	12
Media Sales		12
Political Communication		12
Digital Strategy		12
Public Interest Comm		12
MMC 6936	Capstone Project	3

MAMC: GSC

Course Sequence

Semester 1

MMC 5708	Foundations of Intercultural Communication	3
PUR 6409	International Issues Management and Crisis Communication	3

Semester 2

VIC 5315	Global Activism and Social Change Communication	3
MMC 6936	Video Storytelling	4

Semester 3

MMC xxxx	Specialization 1	3-4
MMC 6400	Mass Communication Theory	3

Semester 4

MMC xxxx	Specialization 2	3-4
MMC 6421	Applied Strategic Communication Research Methods	3

Semester 5

MMC xxxx	Specialization 3	3-4
MMC 6936	Public Affairs Communication	3

Semester 6

MMC 6936	Capstone Project	3
MMC xxxx	Specialization 4	3-4