

<b>Program:</b>	Strategic Communications	<b>Dept:</b>	Mass Communication
<b>Major:</b>	Leadership in Communications	<b>College:</b>	Liberal Arts
<b>Degree:</b>	Master of Arts (M.A.)	<b>Major Code:</b>	5750

### Strategic Communications--Leadership in Communications, M.A. - Exclusively Online

Leadership in Communications is designed to provide an affordable accessible graduate degree for communications professionals in Oklahoma which will assist in their career development. As job growth continues in the communications industry, this major will encourage upward mobility within the field and further educate the workforce. The degree is designed to help professionals read and conduct research, but also understand and communicate research in a way that assists organizational goals. Students will be equipped to address issues surrounding change, organizational culture, ethics, and technology in the fast-paced and ever-changing communications industry.

**Graduate Advisor:** Dr. Sherri Johnson  
 Email: [sjohnson148@uco.edu](mailto:sjohnson148@uco.edu)  
 Office: COM 207C  
 Phone: 405 - 974-5458

Graduate Advisor to complete the admission process.

### Admission Requirements

Submit the following items to:

Jackson College of Graduate Studies  
 100 N. University Drive, NUC 404  
 Edmond, OK 73034

### Application deadlines for Fall Admission:

Priority Admission –May 15  
 Regular Admission –July 15  
 Space Available Admission –August 1

### Application deadlines for Spring Admission:

Priority Admission –October 1  
 Regular Admission –November 15  
 Space Available Admission –December 1

Any student who meets the minimum admission requirements is encouraged to submit an application. All applicants are reviewed by an admissions committee who considers all of each applicant's submitted materials and scores before making offers of admission.

- Online application for admission ([www.uco.edu/graduate/](http://www.uco.edu/graduate/)).
- Official copies of undergraduate and graduate transcripts from each institution attended with all degrees posted. All transcripts must be from accredited institutions.
- Resume or CV.
- A 500-word personal statement expressing the applicant's interest in the program, goals and objectives, and any additional information the applicant believes would be helpful for admission decisions.
- A student may be admitted by one of the three following methods.
  - A minimum 2.75 GPA overall or 3.00 GPA in the last 60 hours attempted.
  - GRE scores. Minimum GRE of 300.
  - Possess a master's degree from an accredited university/college with an overall GPA of 3.00.
- Students with a native language other than English must submit evidence of English language proficiency. See [Admission to Graduate Studies - English Language Proficiency \(pp. 17-18\)](#).

*\*Students falling below these standards may qualify for conditional admission. See [Admission to Graduate Studies \(p.17\)](#).*

Upon notification of acceptance from the Jackson College of Graduate Studies, a student must communicate with the

### Other Requirements

- Plan of Study. Each student must develop a plan of study with their program advisor and file it with the Jackson College of Graduate Studies (JCGS) by the end of the first semester of graduate work. The plan must be signed and dated by the student and the graduate program advisor before it can be considered official.
- Academic Standards. Meet the following coursework standards:
  - Overall GPA of 3.00 or higher.
  - No more than six hours of "C".
  - No more than six advisor-approved hours of independent study courses.

Note: All graduate grades, whether repeated or not, will apply to the graduate GPA calculations. No grade of "D" or lower will apply to the degree requirements.

- Course Completion of 36 hours: 24 or 27 hours of Required Courses plus 9 or 12 hours of Guided Electives.
- Capstone Project/Theses: Complete a Capstone Project or Thesis. Thesis option requires a successful public defense, submission of two paper copies and one electronic copy to the library through Proquest, and the thesis'original title page, original signature page, and abstract page to the JCGS
- Final Requirements. Apply for graduation through the JCGS by advertised deadline.

### Graduation Requirements

#### Required Courses..... 24-27 Hours

Course Prefix	Course No.	Course Title
MCOM	5043	Foundations of Communication Research
MCOM	5103	Data Analysis in Communication
MCOM	5123	Qualitative Research in Communication
MCOM	5683	Managing Change
MCOM	5723	Organizational Culture
MCOM	5833	Communication Theory and Application
MCOM	5843	Crisis & Ethics in Communication
MCOM	5893	Capstone Project (3 hours) <b>OR</b>
MCOM	5990	Thesis (6 hours)

#### Guided Electives..... 9-12 Hours

Course Prefix	Course No.	Course Title
MCOM	5133	Media Management
MCOM	5313	Women in Media
MCOM	5423	Trauma & Leadership in Communication
MCOM	5433	Nonprofit Communication

*continued...*

**Program:** Strategic Communications  
**Major:** Leadership in Communications continued

MCOM	5523	Global Communication
MCOM	5563	Media Law
MCOM	5643	Digital Media Strategy
MCOM	5910	Seminar in Mass Communication

**TOTAL HOURS REQUIRED ..... 36 HOURS**