Washington State University’s online MA in Strategic Communication is designed for those who want to excel in advertising, public relations, corporate communication, and communication management. You’ll learn how to use advanced media tools and to create data-based communication plans.

**THE MURROW ADVANTAGE**

- **Distinguished Faculty**
  Murrow’s faculty includes industry veterans and leading academics, which means you will learn both best practices and current scholarship, giving you a key advantage in the workplace.

- **Proud Tradition**
  The program adheres to Edward R. Murrow’s legacy of ethical and responsible communications.

- **National Prestige**
  The college has twice been named one of the nation’s top 25 communication programs. Its faculty have “leading scholar” rankings for research in Advertising, Ethics, Persuasion, and Public Relations.

**WHY WSU?**

- **Accreditation**
  Washington State University is fully accredited.

- **Education**
  The same professors who teach on campus have developed the online courses to meet the needs of working professionals.

- **Reputation**
  You will also have the same diploma as an on-campus student—a diploma backed by a century-long reputation for excellence.

- **Pride**
  As a WSU graduate, you will be welcomed into the proud network of Coug alumni, a group that circles the globe and includes top industry leaders.
ADMISSION REQUIREMENTS
NO GRE is required for those with an undergraduate GPA of 3.0 or higher. Applicants must meet all other requirements of the WSU Graduate School and be approved by the Murrow graduate selection committee.

Application Deadlines:
Spring semester: Dec. 1
Fall semester: Aug. 1
Summer term: April 15

Learn more at: MurrowOnline.WSU.edu

Please note that the deadlines for this degree may differ from those listed on the Graduate School website, gradschool.wsu.edu.

Application requirements include:
• A $75 application fee.
• Statement of purpose written essay.
• The names and email addresses of three people who can evaluate your academic qualifications. No letters are required.
• Official copies of college transcripts. Unofficial transcripts are acceptable for the application review process.
• Official TOEFL score (for international applicants).

PROGRAM REQUIREMENTS
This program requires 30 credits. Students may choose one, two, or three year plans to complete the curriculum.

PROFESSIONAL CORE COURSES
[12 credits]
COM 561 Professional Multimedia Content Creation
COM 562 Crisis Communication in Global Contexts
COM 563 Ethics for Professionals
COM 564 Research Methods for Professionals

STRATEGIC COMMUNICATION CORE COURSES
[15 credits]
COMSTRAT 561 Persuasion for Professional Communicators
COMSTRAT 562 Creative Media Strategies & Techniques
COMSTRAT 563 Professional Digital Content Promotion
COMSTRAT 564 Consumer Behavior and Brand Development
COMSTRAT 565 Professional Marketing Communication Management and Campaigns

CAPSTONE COURSE
[3 credits]
COMSTRAT 702 Capstone Project/Portfolio Preparation and Presentation

ACCREDITATION
Washington State University is fully accredited by the Commission on Colleges of the Northwest Association of Schools and Colleges.

FOR MORE INFORMATION
Washington State University Global Campus
online.wsu.edu | 800-222-4978 | online.info@wsu.edu