

Master of Arts

Global Strategic Communication - Online

Program Overview:

American University's online MA in Global Strategic Communication program is designed to help you become a skilled communication professional, equipped to shape public opinion, drive impactful campaigns, and guide organizations through complex communication challenges.

Key Features:



100% Online format



Skills acquired in digital platforms, SEO, and social media



Finish in as little as 24 months



Flexible, career-focused curriculum

Program Objectives:

- Develop strategic communication plans to engage diverse audiences and drive impactful campaigns.
- Leverage digital marketing and social media tools to amplify communication efforts and reach targeted groups.
- Manage crisis communication to protect organizational reputation and ensure effective response strategies.
- Apply research to evaluate communication strategies, measure effectiveness, and make data-driven decisions

Program Highlights:

Take your communication skills to the next level with these essential courses, carefully designed to shape your expertise and boost your career:

- **Crisis Communication:** Focus on managing communication during crises and restoring organizational reputations.
- **Digital Marketing & Social Media:** Specialize in using digital platforms, SEO, and social media tools for strategic communication.
- **International Strategic Communication:** Learn how to create and adapt communication strategies for global audiences across different cultures and political environments.

Ranked

Ranked gold in the Times Higher Education Online Learning Rankings 2024, AU excels in delivering online education that engages and achieves.



AMERICAN UNIVERSITY
WASHINGTON, D.C.

2025 Curriculum

Module

Credits

Core Curriculum

| | |
|----------------------------------------------------------|---|
| Comm-640 Principles of Strategic Communication | 3 |
| Comm-649 International Strategic Communication | 3 |
| Comm-738 Research for Strategic Communication | 3 |
| Comm-608 Social Media Strategies & Tactics | 3 |
| Comm-642 Strategic Communication Leadership & Management | 3 |
| Comm-620 Digital Marketing for Strategic Communication | 3 |
| Comm-641 Crisis Communication | 3 |
| Comm-540 Social Marketing for Social Impact | 3 |
| Comm-735 Communication Theory | 3 |

Capstone

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|-------------------------------------------|---|
| Comm-744 Strategic Communication Capstone | 3 |
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Your Courses

The online program consists of 10 courses (30 credits), each eight weeks long, culminating with a capstone course that allows you to apply everything you have learned to a project in your specific area of interest.

Comm-640 Principles of Strategic Communication

Strategic communication is at the heart of contemporary society, from business to culture to politics to advocacy. With a focus on analyzing and developing communication campaigns, this course explores the core principles of strategic communication, including audience diversity, targeting and research, public opinion, messaging, media and social media, and all the outreach professionals use to reach their audiences with their messages. Students see the impact of strategic communication in all areas of society, examine the ethical power of persuasion, learn how to think strategically and creatively, and understand how institutions and organizations deal with communication challenges and crises.

Comm-738 Research for Strategic Communication

Research is an integral part of the strategic communication process, informing key decisions, including identifying and segmenting audiences, selecting effective messages and channels, and monitoring and evaluating results. This course covers quantitative and qualitative research methods such as surveys, experiments, focus groups, content analysis, and observation, with an emphasis on how research is used for planning and evaluating strategic communication campaigns. Students learn how to formulate research questions and develop and execute a research design, including sampling, measurement, data collection, and interpretation of results.

Comm-649 International Strategic Communication

The definition and practice of strategic communication continues to evolve throughout the world. This course examines the political, economic, social, and cultural factors that shape those definitions to prepare future strategic communication professionals to practice their craft globally and for diverse audiences. Centering culture, the course explores how globally operating non-profit organizations, corporations, and governments can leverage communication, cultural, and marketing theories and proven practices to conduct successful campaigns abroad and across borders through case study exploration and country-specific approaches.

Comm-608 Social Media Strategies and Tactics

Just as many individuals are on social media but not all are effective at it; the same is also true for companies, nonprofits, the government, and other organizations. This course focuses on understanding how organizations employ digital strategic communications in their public relations outreach. Students learn best practices through case studies, the use of social media tools, and experts in social media from various fields. They craft a strategy and the accompanying tactics that use search engine marketing, mobile communications, and online campaigns.



Your Courses

Comm-642 Strategic Communication Leadership and Management

Provides practical and theoretical experience in strategically planning and managing the public relations process. Conceptual and analytical skills include understanding the management of people, resources and organizational processes. Includes leadership skills, budget and proposal development, decision making, ethical and organizational considerations, and managing in culturally diverse environments.

COMM-641 Crisis Communication

Crises like disease outbreaks, cyber-attacks, and scandals are pervasive in society, making it essential that today's professionals are equipped to manage them effectively. This course explores the nature of crises in public discourse, while providing a foundation of essential strategies and best practices for communicating in various crisis situations. Highlighting the critical role of crisis communicators, the course teaches students how to anticipate and avoid crises, handle them adeptly, and restore brand reputation after the crisis subsides. Through immersive learning methods including case study analysis, theoretical discussions, student presentations, timed simulation exercises, and other hands-on activities, students develop strong crisis response skills, enabling them to offer insightful recommendations and create practical crisis plans in the professional world.

Comm-620 Digital Marketing for Strategic Communication

Today's communication professionals must work strategically across paid, earned, shared, and owned channels. Effectively driving digital traffic builds campaign awareness, stimulates engagement, and moves target audiences toward action. This course teaches students how to employ digital marketing strategies and tools to amplify multi-channel PR and strategic communication efforts. Topics covered include search engine optimization, search engine marketing, native advertising, and social and video display ads.

COMM-540 Social Marketing for Social Impact

This course explores the principles of social marketing, which seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. Students learn theories and applications of social marketing, analyze effective campaigns, and develop a social marketing campaign strategy.

Comm-735 Communication Theory

This course surveys theories of strategic communication in communication campaigns, including theories of interpersonal communication, persuasion, public relations, mass communication, and social advocacy. Students learn how theory informs communication research and professional practice, review relevant scholarly literature, and apply these lessons to their own areas of interest.



Your Courses

Comm-744 Strategic Communication Capstone

This course surveys theories of strategic communication in communication campaigns, including theories of interpersonal communication, persuasion, public relations, mass communication, and social advocacy. Students learn how theory informs communication research and professional practice, review relevant scholarly literature, and apply these lessons to their own areas of interest.

