

Online MA in Strategic Communication & Innovation
X - Indicates when a course will be offered.

| | 2017-18 | | | | 2018-19 | | | | 2019-20 | | | | 2020-21 | | | | 2021-22 | | | |
|--|-----------|-------------|---------|---------|-----------|-------------|---------|---------|-----------|-------------|---------|---------|-----------|-------------|---------|---------|-----------|-------------|---------|---------|
| | Fall 2017 | Spring 2018 | S1 2018 | S2 2018 | Fall 2018 | Spring 2019 | S1 2019 | S2 2019 | Fall 2019 | Spring 2020 | S1 2020 | S2 2020 | Fall 2020 | Spring 2021 | S1 2021 | S2 2021 | Fall 2021 | Spring 2022 | S1 2022 | S2 2022 |
| REQUIRED | | | | | | | | | | | | | | | | | | | | |
| MCOM 5366 Seminar in Mass Comm Theory | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | |
| MCOM 5364 Research Methods | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X |
| MCOM 5310 Strategic Comm Planning & Writing | X | | X | X | X | | X | | X | | X | | X | | X | | X | | X | |
| MCOM 5312 Media Mgmt, Entrepreneurship & Consulting | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X |
| MCOM 5314 Strategic Comm in a Global Environment | X | | X | X | X | | X | | X | | X | | X | | X | | X | | X | |
| MCOM 5316 Communication in Organizations | | X | | X | | X | | X | | X | | X | | X | | X | | X | | X |
| MCOM 6050 Final Project | X | X | | X | X | | X | | X | X | | X | | X | X | | X | X | | X |
| ELECTIVES (PICK THREE) | | | | | | | | | | | | | | | | | | | | |
| MCOM 5318 Advanced Social Media Practice | | X | | X | X | | | X | | | X | | | X | | | X | | | |
| MCOM 5321 Production of Digital Media Content | | X | | | X | | | X | | | X | | | X | | | X | | | |
| MCOM 5322 Multimedia Story Telling | | X | X | | | X | | | X | | | X | | | X | | | X | | |
| MCOM 5324 Audience/Data Analysis & Reporting | | | X | | | X | | | X | | | X | | | X | | | X | | |
| MCOM 5334 Interpersonal Communication | X | | | X | | | X | | | X | | | X | | | X | | | X | |
| MCOM 5332 Special Topics (When Possible) | X | | X | | X | | X | | X | | X | | X | | X | | X | | X | |

Special Topics (MCOM 5332)

S1 16: Andy King: Evaluating Communication Campaigns

F 16: Gilmore: Corporate Challenges and Crises

S1 17: Paul Bolls: Neuromarketing/Biometric Research for Professionals

F 17: Gilmore: Corporate Challenges and Crises

S1 18: Paul Bolls: Neuromarketing/Biometric Research for Professionals