

STRATEGIC COMMUNICATION AND MEDIA (M.A.)

For details about this program, including program description, admission requirements, and contact information, click here (<https://www.montclair.edu/academics/programs/ma-strategic-communication-and-media-online/>).

Program Requirements

Code	Title	Credits
Learning Modules		
Complete five Learning Modules (for 6 credits each) for a total of 30 credits.		30
<i>Stakeholders Module</i>		
STCM 510 & STCM 515	Stakeholder Insights and Data Analytics	
<i>Strategic Communication Module</i>		
STCM 520 & STCM 525	Crisis Communication and Strategic Branding	
<i>Digital Content Creation Module</i>		
STCM 530 & STCM 535	Multimedia Storytelling and Applied Media Production	
<i>Digital Leadership Module</i>		
STCM 540 & STCM 545	Leading Digital Social Advocacy and Guiding Innovation and Change in the Digital Media Landscape	
<i>Social Media Module</i>		
STCM 550 & STCM 555	Influencer Marketing in Social Media and Social Media Strategy and Campaign Design	
<i>Industry Bootcamp Module (low-residency practicum)</i>		
STCM 560	Agency Immersion	
Total Credits		30