

# MASTER *of* SCIENCE IN Strategic Communications

Columbia's program in Strategic Communications targets professionals in communications roles across a wide range of industries, and those in leadership positions for whom communications is a critical competency.

Students learn the critical thinking, analysis and practical skills essential to developing and implementing communications strategies that advance an organization's goals and mission. As such, the program links theory to relevant applications, training students to solve the complex communications problems of today's world.

Students gain access to a far-reaching network with Columbia's extraordinary community of scholars, faculty practitioners, industry leaders, fellow students and more than 380 Strategic Communications alumni who hold pivotal roles in branding, nonprofit, strategy and consulting organizations.

## PROGRAM ELEMENTS

- 16 Months
- 3 Residencies
- 8 Core Requirements
- 2 Electives
- 1 Capstone Project
- 15 Saturday Sessions on Campus

## Program Schedule

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
RESIDENCIES	1 Thu.–Sun.					2 Thu.–Sun.					3 Thu.–Sun.							
ON-CAMPUS	1 2 3 4 5					1 2 3 4 5					1 2 3 4 5							
ELECTIVES												=====						
Online Coursework	////////////////////					////////////////////							////////////////////					
SEMESTER	I					2					3		4					
	Saturday Sessions x5 9/22, 10/6, 10/20, 11/3, 11/17					Saturday Sessions x5 1/19, 2/2, 2/16, 3/2, 3/23					2 Electives On-campus or online		Saturday Sessions x5 9/7, 9/21, 10/5, 10/19, 11/2					

## The Four Essential Disciplines of Strategic Communications

**Strategic Leadership** *The ability to bring vision, understand business strategy, lead teams, achieve and measure success in a highly competitive global marketplace*

**Strategic Thinking** *To apply critical and analytic thinking to communications problems and issues*

**Persuasion** *To write and present ideas and information in concise, creative, and compelling ways to multiple audiences*

**Media** *Understand and respond strategically to the changing needs of audiences using all forms and channels of communications in an ethical, considered way.*

At the core of these four foundational pillars of learning and woven throughout all courses are the tools of Strategic Communications – research, insight, storytelling, audience understanding, framing, problem solving, strategic planning, and global perspectives. Students gain an appreciation of theory and its relationship to practice, as emphasis is placed on fact-based reasoning, logic and empathy, analysis and insight.

The core course content provides the structure around which the program is shaped to provide practical relevancy in the changing world of communications. Two recent additions to the core are the art of storytelling and presentations, and the focus on business strategy and its link to communications.



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## Requirements

The 36-point program is composed of ten 3-point courses and one 6-point course.

### CORE COURSES (24 POINTS)\*

*Students must complete all of the following courses:*

#### Semester One (10 Points, Residency Counts for One)

The Audience: Action, Interaction, and Ethics *3pts*

Business Strategy, Leadership & Communications *3pts*

Persuasion in Practice *1.5pts*

The Strategic Storyteller *1.5pts*

#### Semester Two (10 Points, Residency Counts for One)

Positioning & Communications Strategy *3pts*

In Search of Insights *3pts*

From Data to Story *1.5pts*

The Strategic Storyteller Part II *1.5pts*

### ELECTIVE COURSES (6 POINTS)

*Courses Offered at Columbia and Online. (A Typical Selection) Students choose two elective courses (3 pts each):*

#### Semester Three

Building Internal Engagement

Communications 2.0: Best Practices in a Networked Society

Crisis Communications

Communications for Social Change

The Master Narrative

Communication and Global Brands

The Value of Brand: Making the Business Case

Strategic Visual Communications

#### Semester Four (10 Points, Residency Counts for One)

Strategic Leadership *3pts*

### CAPSTONE PROJECT (6 POINTS)

#### Part 1 Channel Architecture (3 points)



#### Part 2 Creative Expression & Innovation (3 points)

*Electives other than those listed may be taken with the approval of the program director and permission of the schools or departments offering the courses. Not all electives are offered every term. Program electives may change at any time.*

*\*Course titles are subject to change*

## Students & Admissions

The program is ideal for professionals with a *minimum* of 5 years professional experience in communications roles and those in leadership positions in organizations where communications is considered a critical and valued competency.

YEARS OF EXPERIENCE	TOTAL
1-3 	5%
4-6 	28%
7-10 	32%
11-20 	30%
21+ 	5%

*With selective admissions, the program welcomed 153 new students between 2009–2012, all of whom exceeded minimum admissions requirements.*

FALL 2012 DEADLINE *May 15, 2012*

*For more information*

CE.COLUMBIA.EDU/STRATEGIC-COMMUNICATIONS

 *columbia strategic communications*

or call 212-854-9666