NB:
Students without a Communication Studies background will be required to take the following survey courses to give them some grounding in the discipline. Such students are required to apply a semester in advance, Fall (September) semester of each year, so they fulfill this requirement and be ready to start the MA program with their cohort in January.

REMEDIAL COURSES			12 UNITS
JRN	3000	News reporting and writing	3 Units
JRN	3004	Media Ethics	3 Units
JRN	3020	Development Journalism	3 Units
JRN	3911	Principles of Public Relations	3 Units

CAREER OPPORTUNITIES

- Communications Consultant
- Behavioral Change Communications Specialist
- Market Researcher
- Communication Researcher
- Digital Communication Strategist
- Advertising Director
- Campaign Director
- Marketing Director
- Political Consultant
- Public Relations Director
- New Media Consultant
- Advocacy Manager
- Lecturer

CONTACTS

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Master of Arts in **Communication Studies**

USIU-Africa is accredited in Kenya by the Commission for University Education (CUE) & the United States of America by WASC Senior College and University Commission respectively.

PROGRAM DESCRIPTION

The M.A. in Communications Studies brings together conceptual, research, and practical approaches through use of technology so as to prepare graduates to handle communication challenges in the current technological environment - including digital and mobile platforms. We employ pedagogical methods that put students at the center of learning.

LEARNING OUTCOMES

Upon completion of the program, students will be able to:

1. Design and implement communication strategies for various types of organizations.
2. Monitor and evaluate the impact of communication programs.
3. Manage communication programs and projects in organizations and other settings.
4. Analyze communication problems in various settings and develop evidence-based solutions.
5. Apply research approaches and methods to interrogate communication issues at local and international context.
6. Utilize descriptive digital technologies in communication practice.
7. Apply theories to explore various societal communication issues.

DEGREE REQUIREMENTS

48 UNITS

CORE COURSES		27 UNITS
MAC 6010	Introduction to Graduate Studies	3 Units
MAC 6020	Communication Theory	3 Units
MAC 6030	Introduction to the Digital Age	3 Units
MAC 6040	Entrepreneurship for Communication Professionals	3 Units
MAC 6050	Communication Research Methods	3 Units
MAC 6060	Global Communication	3 Units
MAC 6120	Organizational Communication	3 Units
MAC 6851	Project I	3 Units
MAC 6852	Project II	3 Units

CONCENTRATIONS

STRATEGIC CORPORATE COMMUNICATIONS		15 UNITS
SCC 6110	Corporate Communication	3 Units
SCC 6130	Managing the Communication Function	3 Units
SCC 6140	PR Writing	3 Units
SCC 6160	Issues & Crisis Management	3 Units
SCC 6170	Communications Strategies and Campaigns	3 Units

DIGITAL COMMUNICATION		15 UNITS
DCM 6110	Multimedia Design	3 Units
DCM 6130	Digital Communication Strategy	3 Units
DCM 6140	Online Corporate Branding	3 Units
DCM 6160	Effective Web Design and Strategy	3 Units
DCM 6170	Social Media Strategies	3 Units

COMMUNICATION FOR DEVELOPMENT		15 UNITS
CFD 6110	Development Communication Theory	3 Units
CFD 6120	Participatory Communication Strategy Design	3 Units
CFD 6130	Public Policy & Advocacy	3 Units
CFD 6140	Risk Communication	3 Units
CFD 6170	Program Monitoring & Evaluations	3 Units

ELECTIVES		6 UNITS

Students to choose two courses from the list below OR from any of the other concentrations

SCC 6120	Integrated Marketing Communication	3 Units
CFD 6180	Resource Mobilization	3 Units
DCM 6120	Digital Communication & Society	3 Units
CFD 6160	Behavior Change Communication	3 Units