

		Certificate in Health Leadership Communication (12 SH) (COM6207 applies to more than one certificate.)					Certificate in Social Media for Adv & PR (12 SH) (COM6525 applies to more than one certificate.)					Certificate in Executive Communication (12 SH) (COM6207 & COM6525 apply to more than one certificate.)					
												Choose One					
Program SLOs	Online Academic Writing Module (required for no credit)	COM5025 (3sh) Health Com	COM 6207 (3sh) Adv Leadership	COM6XXX (1.5sh) Adv Crisis Com	COM5025 (1.5sh) Fundraising Com	JOU 6115 (3sh) Interv & Info Gath	COM6525 (3sh) Strategic Com	COM 6312 (3sh) Adv Com Research	COM6XXX (3sh) Social Media for PR & Adv	ADV6215 (1.5sh) Emerging Topics in Adv	PUR6937 (1.5sh) Emerging Topics in PR	COM 6207 (3sh) Adv Leadership Course Title	COM6525 (3sh) Strategic Com	SPC6646 (3sh) Strat App Pres Spking	COM 5206 (3sh) Com Training	COM 6401 (3sh) Com Theory	COM 6930 (3SH) Capstone Project
Content																	
Describe the concepts and principles relevant to leadership/strategic communication.		Case Study		Crisis Com Plan Rationale	Fundraising Com Plan Ratoinale		Strat Com Plan or Analysis	Research Proposal	Social Media Plan or Content	Advertising Com Plan	PR Com Plan	Leadership Profile Paper	Strat Com Plan or Analysis	Presentations	Teaching Assignment	Analysis Paper	Applied Com Project Theoretical Application
Critical Thinking																	
Apply the principle of leadership/or strategic communication to actual communication contexts.		Case Study Analysis	Leadership Analysis	Crisis Com Plan	Fundraising Com Plan		Strat Com Plan or Analysis	Research Proposal	Social Media Plan or Content	Advertising Com Plan	PR Com Plan	Leadership Analysis	Strat Com Plan or Analysis			Analysis Paper	Applied Com Project
Communication																	
Demonstrate the ability to craft effective messages and/or presentations.		Paper and Presentation	Paper	Com Plan	Fundraising Plan	Research Paper	Plan or Analysis	Research Proposal	Social Media Plan or Content	Advertising Com Plan	PR Com Plan	Paper	Plan or Analysis	Presentations	Lesson Plan and Presentation	Paper	Paper and Presentation
Integrity / Values																	
Demonstrate knowledge of and commitment to ethical principles.	CITI Taining and Academic Integrity Module																

Department Name **Communication**
Department URL <https://uwf.edu/cas/sh/departments/communication/>

Program Name: MA in Strategic Communication & Leadership
 Map Created 10.7.20