

## **Strategic Communication (Promo)**

**REBECCA L. COONEY:** The online MA in Strategic Communication Program is designed for those who want to advance in public relations, advertising, corporate communications, and communication management.

**CHRISTY CURTIS:** The degree is classified as a terminal professional degree for those wanting to excel in strategic communication.

**REBECCA L. COONEY:** The program is designed to advance professionals in the areas of campaign development; core message and brand; the learning of multimedia tools; as well as core skill sets for areas of ethics, persuasion, and research methods.

**MEGAN CHING:** There's several examples of how I've applied things that I've learned in this program, learning all of the multimedia tools and really learning how to apply that within my own position. I've even been able to do some projects that we've then gone on and used here at the monorail, which has been fantastic.

**CHRISTI BALL LOSO:** I was, at the time, a working professional looking to enhance my skills and my knowledge in things such as consumer behavior and market research and copyright law. And I learned all those things and much more to apply to the work that I do.

**REBECCA L. COONEY:** While the program is online, it is not impersonal. Students have a tremendous amount of contact, not only with each other, but with their faculty.

**CHRISTY CURTIS:** It's a very high-touch program.

**REBECCA L. COONEY:** The faculty are comprised of research, clinical, and area adjunct instructors. All of our faculty are either working full-time here in Pullman, Washington, on the main campus or in the region. Many are alumni.

**CHRISTY CURTIS:** Our students are really getting a well-rounded education with both the research and clinical side of the faculty.

**SHANNON BLOOD:** Strong instructors are, of course, very beneficial and helpful. And in the course of the classes I took for this degree, I had some instructors who were amazingly and remarkably right on top of being connected and plugged in and very responsive to questions.

**DAVID JOHNSON:** The other thing that I thought was very helpful, too, as part of the program is the Virtual Mentor, which is usually a student, somebody who is a graduate from Washington State University that's there to help walk us through some of the IT issues.

**CHRISTY CURTIS:** Most of our students coming in, they're coming from all different backgrounds. There's no requirement for experience in strategic communication, so we have people from nonprofit, government agencies, hard science backgrounds.

**REBECCA L. COONEY:** We also have veterans who are finding their way back into the traditional workforce as well as at-home parents who are looking to re-enter the profession.

**JACQUELINE SOUTHWICK:** The value in the Strat-Comm Program comes from the interaction with the students. There's professional sharing and resources. I had people look at my resume. I had people look at different project work that I did. And it was collaborative, and it was it's very fulfilling. And I feel like I developed a professional network.

**CHRISTY CURTIS:** Program requirements for the degree are pretty basic. The curriculum is a set 10 courses. There are no electives in the program. So all students take the same 10 classes. Most of our students have full-time jobs, have work-life obligations, so they take two classes a semester. That's pretty comfortable for them.

But we have some students who want to finish faster, and so the fastest you can complete the program is in a year. They have up to five years to complete the degree. So it's very versatile.

**DAVID JOHNSON:** One of the things that I think that's important is the online portion allows folks that are really busy-- they can continue their education but at the same time, they don't have to sacrifice their career or sacrifice their family. It's definitely a juggling act, and it's a balancing act. And it takes a lot of time, and you have to be good at time management, but it's definitely doable.

**REBECCA L. COONEY:** In our short time as a program, we have received a number of national rankings for online program delivery.

**JACQUELINE SOUTHWICK:** I would recommend this program to others. I have recommended this program to others. I strongly believe in it. I think it's a terrific professional tool. It's not just about advancing your career, it's about personal growth.

I accomplished more academically than I ever intended or thought that I could. And it's because of this program and how well it fit with my personal and professional interests.

**CHRISTY CURTIS:** So we look forward to hearing from you soon. And if you want more information, check out our web page.