

MASTER OF SCIENCE IN **GLOBAL STRATEGIC COMMUNICATION**

The Master of Science (MS) in Global Strategic Communication is a professionally focused, interdisciplinary program for recent graduates or communication professionals who want to build or advance their careers in public relations, advertising, digital and social media, branding, marketing, corporate communication, and related fields. You'll study in the heart of Chicago and abroad, learning to create brand strategy, targeted messages, and campaigns that consider multiple stakeholders and reflect cultural relevance and sensitivity.

The program aims to help develop versatile, perceptive, digitally fluent strategic communicators with a global perspective and the skills and knowledge to lead people, projects, and organizations.

CURRICULUM

The program is designed for working adults, with required courses meeting one evening a week during spring and fall semesters. The program requires successful completion of 36 credit hours (12 courses): 8 required courses, including a capstone experience (24 credit hours), and 4 electives (12 credit hours). The expected time to completion is 2 years for full-time students; 3 years for part-time students.

All classes meet at the Water Tower Campus in Chicago's world-class business district, steps from Fortune 500 companies, communication agencies, nonprofit organizations, and tech startups. This provides rich opportunities for guest speakers, class visits, networking, and employment.

PROGRAM DISTINCTIONS

The MS in Global Strategic Communication program is flexible and personalized, and features a diverse mix of students. Through small classes, you'll develop deep bonds with your professors and classmates that will last long after graduation. And you'll gain a competitive professional edge by strengthening your business knowledge, strategic thinking, writing, digital fluency, and leadership abilities.

From digital analytics to mobile advertising, and from crisis communication to change management, you'll learn cutting-edge skills and knowledge that strategic communicators need in today's globalized, fast-changing communication environment.

GLOBAL IMMERSION

This program will put you on the map—literally. You'll have the opportunity to experience global strategic communication firsthand through an immersion program. Past programs have studied in Beijing, Seoul, and London.

FACULTY Our instructors are skilled teachers as well as experienced strategic communicators with extensive industry connections. They have helped lead global agencies like Edelman, FCB, Porter Novelli, FleishmanHillard, and Ogilvy & Mather, as well as corporations, nonprofit organizations, and their own communication firms. Their principal focus is on you and your success.

JOBS YOU'LL BE PREPARED FOR Our graduates work in a variety of communication positions, including executives at public relations and advertising agencies, marketing coordinators, corporate communicators and brand strategists, and strategic communicators at professional and trade organizations. Graduates are also prepared to work as account planners, media buyers, and market researchers; own a strategic communication agency; or build a career on the global stage.

APPLICATION REQUIREMENTS Applications are reviewed on a rolling basis. Students are accepted for the fall semester only. Learn more about application requirements at [LUC.edu/grad](https://luc.edu/grad).

FINANCIAL AID The Office of Student Financial Assistance can answer questions about financial aid policies and procedures, as well as provide information on completing the Free Application for Federal Student Aid (FAFSA).
Some institutional and donor-funded scholarships, along with external scholarship opportunities, are available to enrolled students throughout the year.

LEARN MORE

APPLICATION REQUIREMENTS AND DEADLINES

[LUC.edu/grad](https://luc.edu/grad)

CONTACT INFORMATION

For further information about the academic program, or to arrange a visit, please contact:

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ONLINE: [LUC.edu/soc](https://luc.edu/soc)

Send all supporting documents to:

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