At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.

For additional information on Norcross Graduate School programs contact 336.841.9199 or email graduate@highpoint.edu.

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B.A. TO M.A. IN STRATEGIC COMMUNICATION

Open only to selected High Point University students

The Master’s degree program at the Nido R. Qubein School of Communication is a 35-credit sequence of 11 courses, normally taking two years to complete. For students in the B.A. to M.A. program, three of the master’s level courses (9 credits) may be taken during a student’s senior year of the bachelor’s to be counted toward the requirements of both the bachelor’s and the master’s degrees. Students in the B.A. to M.A. program graduate with a Bachelor’s degree in May, enroll in graduate courses that summer, fall, and spring, and graduate the following May with their master’s degree.

Degree: Master of Arts (M.A.)

Admission Term: Fall (August) or Spring (January)

Senior Year Only

Deadlines for Application Materials: Current HPU undergraduate students interested in the B.A. to M.A. program will apply directly to the Nido Qubein School of Communication during February of the Spring term of their Junior year or September of their fall semester of their senior year. If accepted, they will begin B.A. to M.A. classes the Fall or Spring of their Senior Year based on the application term. To complete the admissions process, students will then apply to the Norcross Graduate School by March 15 of the Spring term of their Senior year and if approved after a second admissions review, will start official graduate level courses during the summer term following their undergraduate graduation.

Required Materials Include:

Step One (Junior Year – Apply to School of Communication)

• School of Communication Application
• School of Communication B.A. to M.A. program essay
• 2 School of Communication reference forms completed by undergraduate professors at HPU (forms provided)
• Unofficial High Point University transcript with a minimum of 3.0 GPA

Step Two (Senior Year – Apply to Norcross Graduate School)

• Online Application with nonrefundable $50 application fee
• Graduate School B.A. to M.A. essay
• One B.A. to M.A. reference form completed by one of the professors teaching the B.A. to M.A. courses (form provided)
• An official transcript from all colleges attended (including High Point University)

Prerequisite Work: None

Comprehensive Examinations: None

Class Time: 6:00 pm – 9:00 pm

Program of Study (35 semester hours)

Students in the Strategic Communication Master’s Degree program focus on one of two areas: Health Communication or Public Relations. In addition to taking core courses in strategic communication, research methods, and communications technology, each student also takes two courses in their focus area.

Senior Year Classes (9 hours):

• COM 4996/5000 Strategic Communication: Theories, Practices, and Ethics
• COM 4997/5002 Persuasion and Media Effects
• COM 4998/5100 Research Methods

Core Courses: (5 hours)

• COM 5005 Practicum in Strategic Communication
• COM 5900 Strategic Communication Project

Methods: (3 hours)

Choose one

• COM 5110 Qualitative Methods and Analysis
• COM 5120 Quantitative Methods and Analysis
• COM 5130 Mixed Methods and Analysis

Technology: (6 hours)

Choose from two

• COM 5200 Message Design and Production
• COM 5210 Video and Audio Production
• COM 5220 Current Trends in Communication Technology
• COM 5250 Topics in Technology for Strategic Communication

Choice of Concentration: (6 hours)

Health Communication

• COM 5300 Health Communication Research and Strategies
• COM 5310 Culture and Health Communication
• COM 5320 Interpersonal Health Communication
• COM 5330 Health Communication Campaigns
• COM 5350 Topics in Health Communication

Public Relations

• COM 5400 Public Relations Research and Strategies
• COM 5410 International and Intercultural Public Relations
• COM 5420 Crisis Communication
• COM 5430 Public Relations Campaigns
• COM 5450 Topics in Public Relations

Electives: (6 hours)

• COM 5601 Organizational Communication
• COM 5602 Organizational Analysis and Training
• COM 5603 Interpersonal Communication
• COM 5604 Intercultural Communication
• COM 5699 Special Topics in Communication

Any graduate course in another program with the permission of the director of the other program and permission of the graduate student’s program of study committee.

Any additional course in the Strategic Communication program that does not fulfill a requirement...