

REACH THE RIGHT AUDIENCE WITH PERSUASIVE MESSAGING.

In the University of Delaware's (UD) Master of Arts in Strategic Communication, you'll learn skills to help shape your organization's relationship with all audiences and stakeholders. Complete this program ready to craft persuasive campaigns, evaluate and act on social media analytics, write across multimedia platforms, compare your communications efforts with your competitors, and much more.

You'll graduate ready to advance or start your career in strategic communication, public relations, digital media, or social media management. You'll further focus your studies on either Public Relations or Digital and Social Media, or choose five electives to fit your career goals.

Earn your master's in just 24 months.

OPTIONS FOR YOUR DEGREE – AND YOUR CAREER

We created our M.A. in Strategic Communication program with your career needs in mind. Graduate confident you have the core skills required for a career in strategic communication.

Plus, you can further focus your education with our two specializations:



Public Relations.

Learn to plan and execute strategic public relations campaigns, understand the needs of varying client types, and craft messaging that is both persuasive and appropriate for public audiences. The Bureau of Labor Statistics projects a 9 percent growth in public relations job opportunities through 2026, adding as many as 22,900 jobs across the country¹.



Digital and Social Media.

Gain the skills to set yourself apart in managing enterprise-level digital and social media, reaching target audiences with precision, and using data analytics to measure and improve your impact on business goals. In 2018, the top 10 percent of social media managers earned an average salary of \$75,000².

¹ Bureau of Labor Statistics (May 2017). "Occupational Outlook Handbook: Public Relations Specialists." Retrieved December 27, 2018, from <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>.

² Payscale (December 2018). "Average Social Media Manager Salary." Retrieved December 27, 2018, from https://www.payscale.com/research/US/Job=Social_Media_Manager/Salary.



ONLINE PROGRAM BENEFITS

- Earn your degree in as few as 24 months, or set your own pace
- Work alongside faculty with extensive education and industry experience
- Access personal career coaches and other student services
- Gain admission with any undergraduate background
- Take advantage of scholarships and financial aid

RANKINGS

- 2022 Top 40 Public School, *U.S. News & World Report*
- 2019 Top 40 Best-Value University, *Kiplinger's Personal Finance*
- 2019 Top 50 Public College, *Forbes*

COURSEWORK

Our M.A. in Strategic Communication features a 30-credit curriculum with cutting-edge courses in the foundations of communication, public relations, social media, and more. The curriculum gives you great flexibility to tailor your education and career path to your goals. Choose between specializations in Public Relations or Digital and Social Media and pick five electives that interest you. You can finish this program in as few as 24 months or complete courses at your own pace.

| Core Courses |
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| The following courses are required for all degree options: |
| Principles of Strategic Communication |
| Communication Research |
| Communication Theory |
| Communication and Ethics |
| Strategic Communication Capstone |

DEGREE OPTIONS COURSES

Become a leader in your chosen strategic communication discipline:

| Public Relations Specialization |
|--|
| Public Relations Campaign Planning |
| Public Relations Management |
| Communication and Persuasion |
| Reputation Management |
| Crisis Communication |
| Public Relations Writing |
| Branding |
| Topics in Public Relations |
| Advanced Strategic Communication Writing |
| Strategic Communication Campaigns |

| Public Relations Specialization |
|--|
| Social Media Campaigns |
| Reputation Management |
| Interactive Marketing |
| Writing for Digital Media |
| Digital Media Content Strategy |
| Social Media Management |
| User Data Analytics |
| Topics in Digital Media |
| Advanced Strategic Communication Writing |

| Additional Electives |
|-----------------------------------|
| Effective Health Communication |
| Digital Political Strategy |
| Sports Communication & Branding |
| Media Analytics |
| Communication & Leadership |
| Strategic Communication Campaigns |



AN MBA CUSTOMIZED TO YOUR CAREER GOALS

Get the precise knowledge and analytic tools needed to lead your organization toward continued growth and success. The AACSB-accredited online MBA from the University of Delaware builds your business expertise and practical skills that align with your career aspirations.

CAREER-FOCUSED CURRICULUM

Online MBA courses are tailored to meet industry demands and better prepare you for your chosen career path.

YOUR DEGREE OPTIONS:

Business Analytics. Master the tools needed to use data to leverage assets, optimize outcomes and predict future results. If you are looking to better understand the growing field of Big Data, this program will teach you how to inform business decisions by integrating data science, business strategy and management science.

Finance. If your passion is to build a company's value by optimizing current funds and finding new revenue streams, concentrate your studies in Finance. Experiential coursework in financial management, analysis, and reporting prepare you to lead organizational growth in corporate, investment, and international finance.

Healthcare Management. If you want to advance the field of healthcare this degree option provides you with a competitive edge. You'll improve industry and organizational metrics as you learn topics including informatics, e-service, and patient experience. Gain a deeper focus with additional coursework when you select this as your major.

Information Technology. Become an IT leader and meet organizational goals. You'll develop knowledge of how data is managed within an organization and how systems are designed, so you'll be able to address problems related to information system business functions.

International Business. If your career goals include the global marketplace, focus your studies in International Business. Coursework on international financial management, marketplace globalization, and building an international network of colleagues means you're ready to lead your company anywhere in the world they want to go.

Strategic Leadership. Strategic leadership goes beyond management, encompassing all of the skills and capacities needed to influence others, manage change, set strategic direction, build teams, support networks, and navigate the complex analytical and human dimensions inherent in any leadership role.

Customize Your Degree. You can also tailor your degree electives to your personal career needs. Take only the courses that are most relevant to you.



ONLINE MBA PROGRAM BENEFITS

- Earn your degree in as few as 16 months
- Learn within intensive, 7-week courses
- Entirely online format – learn when and where it's convenient for you
- Gain admission with any undergraduate background
- Learn from PhD-qualified faculty with extensive education and industry experience
- Gain access to a personal career coach and all other available student services
- Scholarships and financial aid may be available



For more than 50 years, the Alfred Lerner College of Business and Economics has been fully accredited by AACSB International, the highest standard of accreditation for business schools in the world, and a distinction fewer than 5% of business schools worldwide have earned.

RANKINGS

- Top 40 Public School – 2022, *U.S. News & World Report*
- Top 50 Online MBA Programs – 2022, *Princeton Review*
- #28 Online MBA – 2022, *U.S. News & World Report*
- #24 Best Online MBA Programs – 2021, *Fortune Magazine*
- #34 Online MBA – 2021, *Poets & Quants*
- #48 Global Online MBA – 2021, *CEO Magazine*



COURSEWORK

| Core Courses | |
|--|-----------|
| The program can be completed in as few as 16 months to maximize the return on your educational investment. You can also opt to complete the degree at the pace that is best for you. | |
| Financial Reporting and Analysis | 3 credits |
| Fundamentals of Analytics | 3 credits |
| Managing People, Teams and Organizations | 3 credits |
| Economic Analysis for Business Policy | 3 credits |
| Operations Management and Management Science | 3 credits |
| Ethical Issues in Domestic and Global Business Environments | 3 credits |
| Marketing Management | 3 credits |
| Financial Management | 3 credits |
| Corporate Strategy | 3 credits |
| Professional Development Workshop: Emotional Intelligence and Critical Thinking | 1 credit |
| Professional Development Workshop: Communicating, Branding and Career Networking | 1 credit |

SPECIALIZATIONS

| Business Analytics Major and Concentration | |
|--|-----------|
| Take ANY three for the concentration (not all) plus two electives of your choice. Take all five for the major. | |
| Database Design and Implementation | 3 credits |
| Data Mining for Business Analytics | 3 credits |
| Decision Analytics and Visualization | 3 credits |
| Business Analytics Capstone | 3 credits |
| Optimization and Spreadsheet Modeling | 3 credits |

| Finance Concentration | |
|--|-----------|
| Concentration: Take all three, plus two electives. | |
| Financial Modeling and Valuation | 3 credits |
| Corporate Financial Analysis | 3 credits |
| Investment Analysis and Portfolio Analysis | 3 credits |

SPECIALIZATIONS

| Healthcare Management Major and Concentration | |
|---|------------------------|
| Concentration: Take first three, plus any two electives of your choice. Major: Take all five. | |
| Population Health Informatics | 3 credits |
| E-Service Management in Health Care | 3 credits |
| Patient Experience and Engagement | 3 credits |
| Leadership and Innovation in Population Health | 3 credits (major only) |
| Policy and Finance for Healthcare Delivery | 3 credits (major only) |

| Information Technology Concentration | |
|--|-----------|
| Concentration: Take all three, plus two electives | |
| Database Design and Implementation | 3 credits |
| Enterprise Architecture | 3 credits |
| Object-Orientated System Analysis, Design and Implementation | 3 credits |

| International Business Concentration | |
|--|-----------|
| Choose any three for the INB concentration. | |
| Globalization and Business | 3 credits |
| The Future of Globalization: Issues, Agents, Decisions & You | 3 credits |
| Leading Across Boundaries | 3 credits |
| International Marketing Management | 3 credits |
| Managing the Global Enterprise | 3 credits |

| Strategic Leadership Major and Concentration | |
|--|-----------|
| Choose one class from below, plus any two electives of your choice. | |
| Advanced Topics in Leadership and Teams <small>This course is required for the STLD Concentration</small> | 3 credits |
| Positive Leadership Theory and Practice | 3 credits |
| Negotiation and Conflict Resolution | 3 credits |
| Leading Across Boundaries | 3 credits |
| Managing the Global Enterprise | 3 credits |
| Strategic Leadership & Change | 3 credits |

Discover how the online MBA program from the University of Delaware perfectly prepares you for your ideal career, **call 844.237.1338** or visit **online.udel.edu**.

SECURE YOUR FUTURE AS A PUBLIC SERVICE LEADER

Prepare to lead in contemporary public service and nonprofit management with an online Master of Public Administration (MPA) degree from the University of Delaware's (UD) Joseph R. Biden, Jr. School of Public Policy and Administration. Learn from experienced practitioners, develop your skills among highly active researchers, and get ready to serve the greater good.

THE BEST OF THEORY AND PRACTICE

The online MPA combines theory and practice to deliver real solutions for public administration's greatest challenges. Through experiential learning exercises, you'll examine case studies and apply best practices as you learn to manage an organization, explore new research on emerging public service needs, and make a positive impact on your career and in your community.

NASPAA-ACCREDITED

Accredited by the Network of Schools of Public Policy, Affairs, and Administration (NASPAA), the University of Delaware's online MPA upholds the highest standards of public policy education.

INTERDISCIPLINARY FACULTY

Learn from faculty members with experience in areas ranging from advocacy to urban planning, budgeting to education, and everything in between. Experience an interdisciplinary perspective and gain the skills to shape and manage policy across sectors.

CAREER SERVICES

When you join UD's top-ranked MPA program, you also get access to our robust career services, offering dedicated career counselors, experiential workshops, job fairs, help with your résumé and interview prep.

STAND BESIDE PUBLIC SERVICE LEADERS

Joining the University of Delaware means joining an incredible alumni network. Notable members include:

- **John Carney**, *Delaware Governor*
- **Melanie Ross Levin**, *Director of Outreach, National Women's Law Center*
- **Scott Beale**, *CEO and Founder, Atlas Corps*
- **Mark D. Stevens**, *Administrative Officer, National Institutes of Health*
- **Emily Gonce**, *Corporate Vice President, Office of Governmental Affairs, New York Life Insurance*
- **Merritt Burke IV**, *Town Manager, Town of Fenwick Island, Delaware*

EXCEL AT A TOP INSTITUTION FOR PUBLIC SERVICE

Lead your field when you learn from a university recognized for its commitment to preparing leaders for today's communities and nonprofit organizations.

- #29 in Best Public Affairs Programs – *U.S. News & World Report, 2022*
- Top 40 Public Schools – *U.S. News & World Report, 2022*

CURRICULUM

The University of Delaware's online Master of Public Administration is a 36-credit program that can be completed in 30 months.

COURSES INCLUDE

UAPP 619 Contemporary Issues in Global Society

UAPP 684 Performance Management & Program Evaluation

UAPP 689 Innovation and Technology in Management

UAPP 690 Seminar in Public Administration

UAPP 691 Quantitative Analysis in Public & Nonprofit Sectors

UAPP 693 Economics in Public & Nonprofit Sectors

UAPP 694 Financial Management in Public & Nonprofit Sectors

UAPP 696 Human Resources in Public & Nonprofit Sectors

UAPP 697 Leading Organizations in Public & Nonprofit Sectors

UAPP 701 Public Policy

UAPP 650 Values and Ethics for Leadership and Management

UAPP 860 Capstone in Public Administration



A CAREER-FOCUSED DEGREE IN INTERNATIONAL BUSINESS

Specific analytic skills, knowledge, and leadership capabilities beyond what a standard MBA provide are required if your organization wants to go global, or you want to work within existing multinational markets.

The AACSB-accredited online Master of Science in International Business provides an intricate focus of globalized business and public policy so you can be successful from day one. Learn where and when it's best for you, applying new skills immediately to your current position, or impressing the multinational organization you'd like to work for.

GLOBAL SUCCESS IS FOUND IN THE DETAILS

The core of the degree's coursework focuses on the sophisticated details in international business that are critical to the overall success of an organization – and that are often overlooked.

From learning how to communicate across diverse societies and languages, to understanding how different cultures and governance impact business, to mastering the challenges of career and team development from a continent away, the MSIB allows you to master the many aspects of international business and thrive as you compete globally.

ONLINE MSIB PROGRAM BENEFITS

- Earn your degree in as few as 18 months
- Learn within intensive, 7-week courses
- 100% online format – learn when and where it's convenient for you
- Gain admission with any undergraduate background
- Learn from a fully engaged, PhD-qualified faculty with extensive education and industry experience
- Gain access to a personal career coach and all other available student services
- Scholarships and financial aid may be available

LEARN AT A TOP-RANKED & ACCREDITED UNIVERSITY

- Top 40 Public School – *U.S. News & World Report, 2022*



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TAILOR YOUR EDUCATION TO YOUR ROLE – OR THE ROLE YOU WANT

In as few as 18 months, you'll complete 30 credits over 10 courses. You'll take 6 core courses dedicated to maximizing global management tools, and then select 4 career-focused electives based upon your personal career goals.

CORE COURSEWORK

Globalization and Business

Interpret challenges and opportunities in environmental, institutional, industrial, strategic, and organizational features of globalization and business.

Ethical Issues in Domestic and Global Business Environments

Topics include ethics in organizations, and problems and challenges dealing with external environment demands including global issues.

Managing the Global Enterprise

Focuses on the development of business strategies and management practices for managing the multinational business organization.

Future of Globalization and You

Assesses the professional, economic, political, cultural, institutional, and environmental opportunities and challenges that individuals face in the global business environment.

Leading Across Boundaries

Analyze different societies, cultures, and economies to successfully create connections and promote collaboration across boundaries.

International Marketing Management

Develops managerial decision-making skills in environmental analysis, planning/organization, marketing research, segmentation, targeting and positioning/competitive analysis, method of entry, and more.

CAREER-FOCUSED COURSE OPTIONS

Finance

- Financial Modeling and Valuation
- Investment Analysis and Portfolio Management

Healthcare

- Population Health Informatics
- E-Service Management in Healthcare
- Patient Experience and Engagement
- Leadership and Innovation in Population Health
- Policy and Finance for Healthcare Delivery

Business Fundamentals

- Financial Reporting and Analysis
- Financial Management
- Fundamentals of Analytics
- Economic Analysis for Business Policy
- Managing People, Teams and Organizations
- Marketing Management
- Operations Management and Management Science
- Corporate Strategy
- Advanced Topics in Leadership and Teams



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