

Break barriers, build connections,
and communicate with confidence.

MASTER OF ARTS IN COMMUNICATION STUDIES

FULLY ONLINE



United States
International
University-Africa

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PROGRAM DESCRIPTION

The M.A. in Communications Studies brings together conceptual, research, and practical approaches through use of technology so as to prepare graduates to handle communication challenges in the current technological environment - including digital and mobile platforms. We employ pedagogical methods that put students at the center of learning.

- **Students without a Communication Studies background will be required to take the following survey courses to give them some grounding in the discipline. Such students are required to apply a semester in advance, Fall (September) semester of each year, so they fulfill this requirement and be ready to start the MA program with their cohort in January.**
- **JRN 3000** News Reporting and Writing
- **JRN 3004** Media Ethics
- **JRN 3020** Development Journalism
- **JRN 3911** Principles of Public Relations

Upon completion of the program, students will be able to:

1. Design and implement communication strategies for various types of organizations.
2. Monitor and evaluate the impact of communication programs.
3. Manage communication programs and projects in organizations and other settings.
4. Analyze communication problems in various settings and develop evidence-based solutions.
5. Apply research approaches and methods to interrogate communication issues at local and international context.
6. Utilize descriptive digital technologies in communication practice.
7. Apply theories to explore various societal communication issues.

CORE COURSES**27 UNITS****Each course is three units**

MAC6010	Introduction to Graduate Studies
MAC6020	Communication Theory
MAC6040	Entrepreneurship for Communication Professionals
MAC6061	Global Communication in the Digital Age
MAC6120	Organizational Communication
MAC6151	Qualitative Research Methods
MAC6152	Quantitative Research Methods
MAC6851	Project I
MAC6852	Project II

CONCENTRATIONS**15 UNITS****CONCENTRATIONS****Strategic Corporate Communications****15 Units**

SCC6110	Corporate Communication
SCC6120	Integrated Marketing Communication
SCC6140	PR Writing
SCC6160	Issues & Crisis Management
SCC6170	Communications Strategies and Campaigns

Digital Communication**15 Units**

DCM6110	Multimedia Design
DCM6120	Digital Communication and Society
DCM6130	Digital Communication Strategy
DCM6160	Effective Web Design and Strategy
DCM6170	Social Media Strategies

Communication for Development (15 units)

CFD6110	Development Communication Theory
CFD6120	Participatory Communication Strategy Design
CFD6130	Public Policy & Advocacy
CFD6140	Risk Communication
CFD6170	Program Monitoring & Evaluation

ELECTIVES**6 UNITS****Electives (students can choose any 2)**

CFD6150	Project Management
CFD6160	Behavior Change Communication
CFD6180	Resource Mobilization
DCM6140	Online Corporate Branding
MDS6130	Political Communication
MDS6190	Community Media and ICT in Development
SCC6130	Managing the Communication Function



WHY OUR ONLINE PROGRAMS

- ✔ Instructor-led
- ✔ Flexible
- ✔ Instructor presence
- ✔ Accessible & inclusive
- ✔ Global interactive learning and network
- ✔ Dual accreditation in Kenya & USA

FOR MORE INFORMATION:

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