

Master of Arts in Public Communication

Fulton School of Liberal Arts

Graduate School



TRACKS

- Athletic Communication
- Corporate/Nonprofit Communication
- Health Communication
- Public Affairs/Political Communication

About the Program

Through a rigorous examination of the philosophical and theoretical foundations of communication theory, you will gain proficiency and insight in the digital persuasion skills necessary to design strategic campaigns, produce multimedia products, manage social networks, understand audience motivations, and shape public engagements and behaviors. You will learn to conduct media research, examine legal issues that impact the industry, study organizational behavior, employ analytics to understand digital engagement and glean audience insights into various communication fields.

Who Should Apply?

- Current undergraduates and recent graduates looking for new opportunities
- Mid-career professionals wishing to leapfrog into executive ranks
- Working professionals with a desire to update their training and add to their credentials

Program Details

- Complete 36 credit hours of classes.
- Courses are conveniently scheduled for working students.
- Most classes are in person to take advantage of our state-of-the-art facilities.
- The graduate program director advises students to customize the learning experience with one-on-one meetings.
- Professors serve as mentors.
- Community-engaged projects allow the application of theory to real world social issues.



SU is one of *The Princeton Review's* "Great Schools for Communications Majors."

What Jobs Can I Get with an M.A. in Public Communication?

Athletic Communication:

- Sports Information Director
- Team Media Relations Liaison
- Social Media Manager
- Digital Media Administrator

Corporate/Nonprofit Communication:

- Executive Director of Public Relations
- Event Planner/Event Coordinator
- Marketing and Fundraising Director
- Corporate Spokesperson

Health Communication:

- Senior Strategic Communication Specialist
- Community Relations Director/Spokesperson
- Risk Communications Manager

Public Affairs/Political Communication:

- Communications Director
- Public Affairs Specialist
- Press Secretary/Spokesperson
- Campaign Manager

HOW CAN I APPLY?

- Visit our website for more information: salisbury.edu/pubcomm
- Fill out the application online: salisbury.edu/graduatestudies
- Application deadlines are June 1 for fall admission and October 1 for spring admission

FOR MORE INFORMATION

Graduate Director

Dr. Joshua Bolton
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Communication Department
 410-543-6229



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