



Master of Arts in Communication Studies



United States
International
University-Africa

Education to take you places.

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.

DEGREE REQUIREMENTS

48 UNITS

CORE COURSES

27 UNITS

MAC 6010 Introduction to Graduate Studies	3 Units
MAC 6020 Communication Theory	3 Units
MAC 6030 Introduction to the Digital Age	3 Units
MAC 6040 Entrepreneurship for Communication Professionals	3 Units
MAC 6050 Communication Research Methods	3 Units
MAC 6060 Global Communication	3 Units
MAC 6120 Organizational Communication	3 Units
MAC 6850 Project	6 Units





CONCENTRATIONS

15 UNITS

STRATEGIC CORPORATE COMMUNICATIONS

- SCC 6110 Corporate Communication
- SCC 6130 Managing the Communication Function
- SCC 6140 PR Writing
- SCC 6160 Issues & Crisis Management
- SCC 6170 Communications Strategies and Campaigns

DIGITAL COMMUNICATION

- DCM 6110 Multimedia Design
- DCM 6130 Digital Communication Strategy
- DCM 6140 Online Corporate Branding
- DCM 6160 Effective Web Design and Strategy
- DCM 6170 Social Media Strategies

COMMUNICATION FOR DEVELOPMENT

- CFD 6110 Development Communication Theory
- CFD 6120 Participatory Communication Strategy Design
- CFD 6130 Public Policy & Advocacy
- CFD 6140 Risk Communication
- CFD 6170 Program Monitoring & Evaluation

ELECTIVES

(Students to choose two; one in your concentration and any other)

CFD 6160	Behavior Change Communication
CFD 6180	Resource Mobilization
DCM 6120	Digital Communication & Society
DCM 6170	Social Media Strategies
MDS 6130	Political Communication
MDS 6190	Community Media and ICT in Development
SCC 6120	Integrated Marketing Communication
SCC 6140	PR Writing

NB:

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 2223 Theories of Mass Communication
JRN 3000 News reporting and writing
JRN 3007 Media Law and Ethics
JRN 3911 Public Relations Principles

CAREER OPTIONS

- Communications Consultant
- Behavioral Change Communications Specialist
- Market Researcher
- Communication Researcher
- Digital Communication Strategist
- Advertising Director
- Campaign Director
- Marketing Director
- Political Consultant
- Public Relations Director
- New Media Consultant
- Advocacy Manager

CONTACTS

Off Thika Road, behind Safari Park Hotel
P.O. Box 14634, 00800 Nairobi, Kenya
Phone: +254 730 116 300/247 OR
+254 20 360 6000
Fax: +254 20 3606100
Email: admit@usiu.ac.ke
Website: www.usiu.ac.ke
Facebook: www.facebook.com/USIUAfrica
Twitter: twitter.com/USIUAfrica

