

NORTHERN ARIZONA UNIVERSITY

Accelerated Master of Arts in Communication School of Communication

ACCELERATED PROGRAM: BS (Strategic Communication, Advertising emphasis) – MA
(Communication, Strategic Communication emphasis)

Application and Eligibility Requirements

Current undergraduate students majoring in Strategic Communication may apply for conditional admission to the accelerated program for the MA in Communication with an emphasis in Strategic Communication after completing 60 units of undergraduate coursework with a minimum NAU cumulative grade point average of 3.5 and after completing a minimum of 12 undergraduate units in their Strategic Communication major at NAU with a minimum grade point average of 3.5 in those courses. Receiving an Incomplete or completing a class graded as Pass/Fail or Audit will not count towards this 12-unit requirement. In addition, students must maintain a cumulative grade point average of 3.5 in all NAU courses and in courses within their major until they complete their bachelor's degree and formally become a graduate student in the MA in Communication.

Overview

The Accelerated Program for the BS in Strategic Communication to the MA in Communication with an emphasis in Strategic Communication allows a maximum of 9 units that are used to complete both the undergraduate and the graduate requirements. At least one of the three courses for dual credit must be completed at the 500-level. Students must receive a grade of "B" or higher in this coursework used towards both degrees.

Students may not begin taking graduate courses other than the 9 units designated for dual credit until they have been awarded their bachelor's degree.

With careful planning, appropriate advising, and exceptional discipline, this accelerated program can reduce the total time for both degrees from the typical six years to as little as five years. However, completing both degrees in five years will require that students take more than the typical 30 credit hours per year in the second and subsequent years of their undergraduate program. More typically, and without such overloads or other additional units, the accelerated program allows for the possibility of completing both degrees in five and one half years.

Undergraduate requirements for students in the accelerated program

Take the following 42 units:

Core Requirements (21 units):

COM 101 and COM 200 with grades of "C" or better (6 units)

CST 111 (3 units)

STR 207, STR 272, STR 307, and STR 373 (12 units)

Advertising Emphasis Requirements (21 units):

ADV 309, ADV 310, ADV 311W, and ADV 411C (12 units)

STR 446 or COM 546 (3 units)

COM 425 or COM 525 (3 units)

PR 460 or COM 560 (3 units)

Note: The above three courses should be taken at the 500 level whenever possible; no more than two of them may be taken at the 400 level.

Major elective: Select from (3 units):

ADV 208, ADV 408, or ADV 485

CMF 251 or CMF 252

COM 330 or COM 402

CST 116, CST 217, CST 311, or CST 316

JLS 124, JLS 205, or JLS 251

PHO 100

PR 208, PR 408, or PR 485

Graduate requirements for students in the accelerated program

Take the following **36 units** while remaining in [good academic standing](#):

Core requirements (12 units):

COM 600 and COM 601 (6 units)

COM 698 (3 units)

Select one from: COM 602, COM 603, or COM 604 (3 units)

Strategic Communication Emphasis (18-21 units)

STR 446 or COM 546 (3 units)

COM 425 or COM 525 (3 units)

PR 460 or COM 560 (3 units)

Note: At least one of the above three courses must be taken at the 500 level and all three should be taken while the student is an undergraduate in order to gain the maximum benefit from this accelerated program.

Additional graduate-level coursework chosen in consultation with a graduate faculty advisor.

Select elective courses from any graduate program that will help provide you with the research tools, specialization, and knowledge needed for work in the strategic communication industries (advertising or public relations) or for preparation for doctoral studies. (9-12 units)

All students will select either the Thesis or Project Option (3-6 units)

Thesis Option

COM 699 (6 units). Be aware that students may end up taking more than the 6 units that count toward the degree, as enrollment in COM 699 is required each fall and spring semester once a student begins the thesis until the student graduates. Additionally, students must enroll for at least 1 unit of COM 699 the semester in which they plan to defend and graduate, including summer, regardless of the number of units already taken. (6 units)

Project Option

COM 690 (3 or 6 units). Be aware that students may end up taking more than the 3 or 6 units that count toward the degree, as enrollment for at least one credit of COM 690 may be required each semester in which a student works on a project.

Please see the next page for a sample progression plan.

Suggested Progression Plan

^ Denotes undergraduate course applied towards the undergraduate degree

% Denotes a course that applies towards both degrees

* Denotes graduate course applied towards the graduate degree (must be taken after completion of bachelor's degree)

Fall Year 1 (Term 1: 16 units)	Spring Year 1 (Term 2: 15 units)
^ General Elective Course	^ Liberal Studies and/or Diversity
^ Foundation English	^ Liberal Studies and/or Diversity
^ Liberal Studies and/or Diversity	^ Foundation Math
^ Liberal Studies and/or Diversity	^ Liberal Studies and/or Diversity
^ General Elective Course	^ General Elective Course

Fall Year 2 (Term 3: 15 units)	Spring Year 2 (Term 4: 15 units)
^ STR 207	^ STR 373
^ STR 272	^ CST 111
^ Liberal Studies and/or Diversity	^ COM 200
^ STR 307	^ ADV 309
^ COM 101	^ Liberal Studies Science and Applied Science

Fall Year 3 (Term 5: 15 units)	Spring Year 3 (Term 6: 15 units)
% PR 460 or COM 560	^ ADV 311W
^ General Elective Course	^ ADV 310
^ Liberal Studies Lab Science Lecture	^ General Elective Course
^ Liberal Studies Lab Science Lab	^ General Elective Course
^ General Elective Course	^ General Elective Course

Fall Year 4 (Term 7: 15 units)	Spring Year 4 (Term 8: 15 units; graduate with BS)
% COM 425 or COM 525	% STR 446 or COM 546
^ General Elective Course	^ ADV 411C
^ General Elective Course	^ General Elective Course
^ General Elective Course	^ General Elective Course
^ General Elective Course	^ General Elective Course

Fall Year 5 (Term 9: 9 units)	Spring Year 5 (Term 10: 9 units)
* COM 600	* COM 603 or Graduate-level elective
* COM 601	* COM 698 or Graduate-level elective
* COM 602, COM 604, COM 698 or Graduate-level elective	* COM 690 or 699 (3 units), or Graduate-level elective

Fall Year 6 (Term 11: 9 units, graduate with the MA)	
* COM 690 or 699 (3 units)	
* COM 698 or Graduate-level elective	
* Graduate-level elective	

This sample progression plan reduces the time to complete both the BS and MA degrees by one semester, from six years to five and a half. If students begin taking more than 30 credits per year early enough in their undergraduate career, they may be able to reduce the time to their bachelor's degree by one semester, potentially reducing the time to complete both the BS and MA degrees by a full year.