

2023–2024  
**UMGC EUROPE  
CATALOG  
ADDENDUM**



UNIVERSITY  
OF MARYLAND  
GLOBAL CAMPUS  
EUROPE



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Strategic Communications

The following information is an update to the 2023–2024 UMGC Europe catalog and represents changes and additions made after original publication. Refer to the 2023–2024 catalog for information on all other programs, services, and policies.

### MISSION

Inspire hope, empower dreams, and transform lives . . . one student at a time.

### VISION

UMGC aspires to be the school of choice for adults and business because we are **learner-centric, data-driven, and skills-based**.

### CORE VALUES

#### Celebrate Diversity:

Our welcoming of diverse perspectives and ideas differentiates us and drives innovation

#### Optimize Agility:

Curiosity and adaptability—informed and guided by data—drive continuous improvement and transformation

#### Reach Beyond:

Courage and willingness to challenge boundaries lead to transformative solutions, for our institution and our learners alike

#### Embrace Collaboration:

Teamwork, effective communication, and clarity of purpose drive success



## Strategic Communications

You may earn a Master of Science in Strategic Communications.

### Master of Science in Strategic Communications

The graduate program in strategic communications is designed to help prepare you for leadership positions in public relations and related communications fields. Ideal for midcareer professionals, this project-based program provides realistic experiences that will develop your communications team management and leadership skills while deepening your understanding of—and ability to apply—the theories, principles, and best practices that guide the profession of strategic communications today.

### What You'll Learn

Through your coursework, you'll learn how to

- ✦ Use data analytics and other research methods to create a truly strategic approach to communicating your organization's story
- ✦ Achieve organizational objectives through the application of ethical best practices and principles of leadership and management in the new communications environment where the public relations, marketing, and advertising fields converge and the entire organization is engaged with the communications effort
- ✦ Plan for, implement, and evaluate strategic and crisis communications activities and campaigns in an ethical manner by applying communications theory, principles, and best practices
- ✦ Create communications products for traditional, digital, and social media platforms that incorporate organizational messages and operational initiatives and engage your public effectively

### Industry Certification

This program is designed to help prepare you for the following certification exams, listed in alphabetical order:

- ✦ Accreditation in Public Relations
- ✦ Strategic Communication Management Professional

### Preparation Recommended for Success

You are expected to have some familiarity with Microsoft Office Suite. If you have not recently written professionally in a public relations or related communications field, we recommend that you familiarize yourself with AP style. You will have access to the Associated Press Stylebook Online once you have been accepted into the program and classes begin.

### Degree Requirements

MS in Strategic Communications	
	Credits
Required Foundation Course	6
Required Core Courses	30
<b>Total Credits</b>	<b>36</b>

### Required Foundation Course

DCL 600M Decisive Thinking, Communicating, and Leading in Multidisciplinary Fields (6)

### Required Core Courses

MSC 610 Foundations of Strategic Communications (6)  
MSC 620 Communications Techniques and Tactics (6)  
MSC 630 Communications Leadership and Management (6)  
MSC 640 Crisis Communications Management (6)  
MSC 670 Capstone: Communications Campaigns (6)

### Course Sequencing

- ✦ Courses must be taken in the order listed.

### Criteria for Program Progression

You must complete each course with a grade of B or better to advance to the next course. The grade of C is not available for these courses. Your course syllabus will explain options for and consequences of requesting an Incomplete.

# GRADUATE CERTIFICATE PROGRAMS

## Accounting

### AVAILABLE SPRING 2024

The following degree requirements and recommended curriculum apply to students who begin continuous study on or after January 1, 2024.

The graduate certificate in accounting builds professional knowledge and cutting-edge technology skill sets in accounting, data analytics, and information systems. Focus is on the budgeting, data analytics, reporting, and systems management skills needed to transform financial data into useful information for management decision-making.

The program is designed to help you learn new skills to prepare for positions such as controller, managing partner, or senior accountant. If you are a midcareer professional or a career changer, you should benefit from the focus on the ability to communicate financial information with high-level decision makers using the advanced accounting knowledge that every business needs.

**NOTE:** Requirements for CPA certification vary from state to state. Visit [umgc.edu/professional-licensure](http://umgc.edu/professional-licensure) for information on requirements for your state.

### Initial Requirement

*(to be taken within the first 6 credits of study)*

UCSP 615    Orientation to Graduate Studies at UMGC (0)

### Required Courses

ACCT 610    Financial Accounting (3)  
ACCT 611    Managerial Accounting Data Analytics (3)  
ACCT 613    Federal Income Taxation (3)  
ACCT 618    Accounting Information Systems (3)  
ACCT 628    Auditing (3)

### One Course Chosen From The Following:

ACCT 625    Government and Not-for-Profit Accounting  
ACCT 630    Fraud Examination  
ACCT 635    Accounting Ethics  
ACCT 640    International Accounting

**Total credits for graduate certificate in Accounting: 18**

### Course Sequencing

- ✧ 15 credits of undergraduate accounting are prerequisite for ACCT 610 and ACCT 611.
- ✧ ACCT 610 is prerequisite to all other accounting courses except ACCT 611, which may be taken concurrently with ACCT 610.
- ✧ Required courses should be taken before elective courses.

## Strategic Communications

### **MSC 610 Foundations of Strategic Communications (6)**

Prerequisite: DCL 600M. Acquire foundational skills in strategic communications, including effective writing targeted to different audiences and media; fundamental research; and the planning, execution, and assessment of a communications plan. Become familiar with the public relations, marketing, and advertising industries and their practices; theoretical and ethical foundations; and the role of strategic communications in each.

### **MSC 620 Communications Techniques and Tactics (6)**

Prerequisite: MSC 610. Develop internal and external communications strategies and select and produce appropriate communications tactics to execute them. Create internal communications that focus on employee engagement, leadership, and change management. Exercise best practices in media relations and social media product development.

### **MSC 630 Communications Leadership and Management (6)**

Prerequisite: MSC 620. Practice advanced strategic communications decision-making in both national and international contexts. Coordinate public relations efforts internally, particularly between marketing and advertising departments. Master fundamental financial accounting and budgeting concepts required for many communications campaigns in business, government, and the nonprofit sectors. Align communications campaigns with organizational objectives. Follow global strategic communications trends and legal and ethical issues.

### **MSC 640 Crisis Communications Management (6)**

Prerequisite: MSC 630. Develop strategic responses, including crisis definition, issue management, and crisis communications management, to crisis situations. Apply crisis communication theory and implement risk communication and reputation and image restoration best practices. Utilize appropriate research methods to inform a crisis communications plan.

### **MSC 670 Capstone: Communications Campaigns (6)**

Prerequisite: MSC 640. Assume the role of a corporate communications director and create a communications plan to support an organizational strategy for an existing organization. Conduct research; develop a problem statement; and identify campaign goals and objectives, audience segments, and messaging targeted to those segments. Create a communications strategy with tactics and timelines, evaluation plans, and a realistic budget.



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We offer classes and services at 53 sites across Europe and the Middle East in:

- Bahrain
- Belgium
- Djibouti
- Egypt
- Germany
- Italy
- Jordan
- Kuwait
- Netherlands
- Poland
- Portugal
- Qatar
- Romania
- Saudi Arabia
- Spain
- Turkey
- United Arab Emirates
- United Kingdom

For up-to-date contact information and business hours, please visit [europe.umgc.edu/locations](https://europe.umgc.edu/locations).

