

Mission

The M.A. in Strategic Communication program at HPU provides the professional training that employers demand in today's information economy. Students emerge from our program ready to work in Advertising and Marketing, Public Relations, Media Management, Advocacy, Managers of Digital Communications Media, and variety of professional endeavors that involves messaging, image management, and persuasion in the public and business arenas. Training in strategic communication at HPU is augmented with a strong international focus that takes advantage of our strategic location at the center of the Pacific, and provides technical training in web and graphic design, video production, and other digital communication platforms. In a world where everyone is competing for attention, communication professionals able to capture the eyes and ears of target audiences offer a powerful advantage, and HPU's M.A.S.C. program provides the skills and training that empowers our students to succeed.

Academic year 2025

Master of Arts in Strategic Communication Learning Outcomes

Applied Mastery

Have developed the ability to apply strategic communication principles in the context of professional work.

MEASURES	RESULTS	ACTIONS
Applied Mastery through Thesis or Project Applied Mastery Details/Description: Oral Thesis/project defense from COM7250 will be assessed by two to three committee members in their oral and written communication abilities in the following areas: - Scholarly Mastery- demonstrate advanced knowledge, skills and perspectives that contribute to their discipline - Critical Thinking- identify and explain issues, analyze evidence, assess assumptions, define their own perspectives and positions, and present implications and consequences of their conclusions. - Communication- The ability to organize thoughts and feeling, synthesize relevant information and concepts, and effectively, clearly and persuasively communicate their perspectives orally. Direct - Presentation <i>Capstone II: COM 7250</i> Target Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 3 or above. Ideal Target: 100% average a 2.5 or higher and 90% score a 3.5 or above. 1= deficient 2= acceptable 3=proficient 4=exemplary Direct - Presentation <i>Capstone II: COM 7250</i> Target 60% of the criteria will score a 3 or above Spring 2025 Graduate ILO Assessment Strat Com MA.xlsx	MET Summary 100% of students scored within the acceptable range--an average of a 2 or higher on the rubric, and 60% scored a 3 or above meeting a criteria. However, students did not meet the Ideal Target of 100% average a 2.5 or higher and 90% score a 3.5 or above. Students scored the highest in the area of Critical Thinking: To identify and explain issues, analyze evidence, assess assumptions, define their own perspectives, and positions, and present the implications and consequences of their conclusions. They scored the lowest in the area of written Scholarly Mastery: Capstone project (thesis, portfolio, professional paper, or performance) demonstrates advanced knowledge, skills, and perspectives that contribute to their discipline. Spring 2025 Graduate ILO Assessment StratCom MA.xlsx	Revise Curriculum COMPLETE Work with students to increase their understanding of what a capstone project or paper constitutes in the expectations of a graduate program. Work with students with more individual feedback that builds their scholarly mastery, increase their public speaking skills so they can present orally better, and work on writing skills more throughout their journey through the program. Recommended Due Date: 08/31/2025