Executive Master of Professional Studies in Global Strategic Communications prepares current and emerging leaders to serve as general communications managers while playing the multiple roles of trusted advisors, educators, and integrators. Integrating online learning, collaborative on-site residencies, and a virtual summit, this yearlong program takes students around the world to explore diverse communications challenges. Participants gain an understanding of today’s complex and evolving communications industry while sharpening their expertise in critical areas, including global communications management, corporate social responsibility, investor relations, stakeholder engagement, and leadership.

### IMMERSE GLOBAL PROGRAM

**Global Exploration.** Students participate in four weeklong residencies in locations around the world, tackling diverse communications challenges across cultures.

**Hybrid Format.** In between residencies, students engage in online learning while preparing to apply their knowledge and skills firsthand in on-site case studies.

**Yearlong Cohort.** Students will progress through the one-year program as a cohort, completing five modules through a blend of online learning, on-site residencies, and a virtual summit.

**Real-World Experience.** Each residency integrates hands-on application, including real-time client engagement, crisis management, corporate social responsibility, and multicultural communications.

**Leadership Emphasis.** Throughout the program, students work one-on-one with an executive coach to examine their individual leadership style and cultivate the skills needed to manage and lead effectively.

### WHO SHOULD APPLY?

The Global Strategic Communications executive master’s program is designed for current and emerging communications leaders across a wide range of industries.

### FACULTY

Faculty members of the Global Strategic Communications program are experienced industry innovators, executives, and thought leaders. The faculty includes members of the award-winning Master of Professional Studies in Public Relations & Corporate Communications program, as well as individuals from other academic and professional organizations.

---

The executive master’s degree requires 30 credits total. All course modules, including Capstone, are required.

### MODULES

<table>
<thead>
<tr>
<th>Modules</th>
<th>Credits each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Leadership &amp; Communications</td>
<td>6 credits each</td>
</tr>
<tr>
<td>Engaging Diverse Stakeholders</td>
<td>6 credits each</td>
</tr>
<tr>
<td>Impacting Business Success</td>
<td>6 credits each</td>
</tr>
<tr>
<td>Adapting to the Future</td>
<td>6 credits each</td>
</tr>
</tbody>
</table>

Delve into the challenges and opportunities of communications leadership, with particular emphasis on the impact of new technology and globalization on this role.

**2. Engaging Diverse Stakeholders, London, UK**
Explore the diverse nature of stakeholder engagement, including emerging types of stakeholders and the growing influence of technology-empowered consumers and employees.

**3. Impacting Business Success, Virtual Summit**
Gain a broader global perspective through the lens of top communications officers, business executives, thought leaders, and educators from around the world.

**4. Adapting to the Future, Republic of Singapore**
Learn how to balance global considerations with local executions while gaining a broader understanding of multicultural communications and management challenges in an emerging market.

**5. Advisor, Educator, Integrator (Capstone), Washington, D.C.**
Demonstrate what it takes to be a top communications leader and create a personal leadership development plan to serve as a road map for future success.

---

Weeklong residency locations reflect 2015–2016 academic year.