



# UNIVERSITY OF NEW YORK IN PRAGUE

New Campus



M.A. in Strategic Communication



Educating  
Tomorrow's  
Leaders

## 5 Reasons to Enroll in Strategic Communication (SC)

- The Master's degree program is offered by La Salle University, an American University recognized for teaching excellence ([www.lasalle.edu](http://www.lasalle.edu))
- In just 14 months, you can earn an MA degree that will help you to reach your professional goals
- The program is designed to help students blend theory and practice to solve real-world communication problems
- The aims, focus, and approach of the Master's program make it unique in Central Europe
- Students' progress through the program in a cohort format which builds a learning community and professional connections

## About the Master of Arts in Strategic Communication

Organizations face many challenges communicating in a global economy. From executives to employees to activists, organizations must interact with a variety of key stakeholders and diverse audiences. Prague is at the center of these global trends, with a growing market economy, a mature political system, and a well-developed mass media system. International public relations experts agree that these are the ingredients necessary for the development of a sophisticated public relations profession. If awareness of this economic and political environment has led you to an interest in increasing your understanding of public relations and improving your communication skills, then La Salle University's Master of Arts in Strategic Communication may be the right program for you. The program provides opportunities to explore issues that apply to diverse professional and personal interests. Since 1994, this master's degree program has offered students the course work, research tools, and practical applications that are necessary for substantive professional development. One of the program's strengths is its practical focus. While learning theory and strategic analysis methods throughout the year, you will also be applying communication principles to case studies and your own real-life situations. Many of the students in the program will be working professionals or recent graduates with backgrounds in diverse areas such as journalism, advertising, human resources, business, and a range of other fields.



## Program Structure

This 36-credit program is designed for completion of classroom work in one year's time, October to August. Students also complete a practicum project. As part of the practicum, students identify a communication challenge in an organization and complete a project to research the issue, make recommendations to address it, and carry out tactics to improve the situation. Many of our students have advanced in their organizations as a result of the practicum project, or have moved on to new positions.

## Teaching and Assessment

La Salle University faculty members stand committed to teaching excellence and bring a balance of academic preparation and professional experience to the classroom. A collaboration of educators and professionals from various nations, this faculty offers a global perspective that has viable local application.

## About La Salle University

La Salle University was founded in Philadelphia, Pennsylvania in 1863. La Salle University is a private, coeducational, Roman Catholic University. La Salle offers undergraduate concentrations in nearly 60 academic areas within its College of Professional and Continuing Studies and its three Schools: Arts & Sciences, Business Administration, and Nursing & Health Sciences. Communication, Nursing, and Education are the largest majors at La Salle. As a graduate institution, La Salle strives to support the career aspirations of students and meet the needs of society. Graduate education at La Salle emphasizes the students' ability to apply universals and specifics to actual situations, to distinguish relationships, to analyze critically, to rearrange component ideas into new wholes and to make judgments based on external criteria.

### Goals:

- to offer graduate programs which enable students to augment their academic backgrounds, to acquire both practical and theoretical knowledge in their chosen field, and to enhance their professional competencies;
- to offer graduate programs which enable students to correlate and synthesize information from various fields, to relate the theoretical to the practical, and to develop values in the liberal arts tradition;
- to offer graduate programs which are designed to prepare students to advance in their professional careers and to pursue appropriate further studies.

## Accreditation and Memberships

States Association of College and Schools and the Pennsylvania Department of Education. The La Salle University Department of Communication is a proud member of the National Communication Association, and our faculty members are members of several professional organizations including the National Communication Association, the International Communication Association, the International Association of Relationship Research, and Public Relations Society of America. The La Salle University Department of Communication received a top 10 research designation from the Communication Institute for Online Scholarship because of faculty work in interpersonal communication.

## La Salle University Faculty

The Professional and Business Communication faculty integrate academic and pragmatic experiences into their teaching, providing the opportunity for students to apply their knowledge and skill both in the classroom and in the

workplace. This emphasis on theory and method, combined with the practical focus, enables students to apply the communication principles they acquire to their professional situations.

**Michael Smith, PhD.**, is Chair and Associate Professor of the Department of Communication at La Salle University. Dr. Smith's teaching and research focuses on public relations, non-profit organizations, and service learning.

**Lynne Texter, PhD.**, is Associate Professor at La Salle University. Dr. Texter's areas of teaching and research specialization include public relations, persuasion, and presentation skills.

**Vince Haas, MA**, is Director of Communication and Employee Engagement at Bank of America. Mr. Haas teaches a course focused on internal communication and leadership.

**Kate Shields, MA**, is Vice President and Managing Partner at Vault Communications. Mrs. Shields teaches classes focused on public relations.

**Pamela Lannutti, PhD.**, is Associate Professor in the Department of Communication and Director of the Graduate Program in Professional and Business Communication at La Salle University. Dr. Lannutti's teaching and research interests focus on research methods and communication in personal relationships.

**Katie Neary Dunleavy, PhD.**, is Associate Professor in the Department of Communication at La Salle University. Dr. Dunleavy's teaching and research focus on instructional and interpersonal communication.

**Mark Lashley, Ph.D.**, is Assistant Professor in the Department of Communication at La Salle University. Mark's areas of teaching and research specialization include mass and digital media.



# Sample courses

## **Approaches to Public Relations**

This course examines public relations as the management of communication between an organization and its various internal and external stakeholders. It examines theoretical and conceptual frameworks with an eye toward the practical application of appropriate decision-making, research analysis, design, implementation, and evaluation strategies.

## **Approaches to Organizational Communication**

This course provides advanced study of the theoretical and conceptual aspects of organizations and organizational communication. The course also explores methods of analyzing and evaluating organizational communication networks and the planning and developing of communication intervention strategies. Students will learn how to apply the principles and theories of organizational communication in designing and evaluating examples of various forms of internal and external communication.

## **Applied Research Methods**

This course introduces graduate students to qualitative and quantitative research methods, particularly the practical aspects of designing and implementing surveys and focus groups. Students will learn to assess the relevant aspects of publics and issues to plan and evaluate communication programs and campaigns.

## **Persuasion**

This course focuses on the different theories, approaches, and research methods used in a variety of communication contexts with a focus on how to make effective decisions and how to adopt appropriate message strategies. Students will learn to apply the theories and principles of persuasion in evaluating and designing effective and ethical persuasive messages and campaigns.

## **Public Relations Campaigns**

This course will introduce students to the process of planning and implementing public relations campaigns. Students will examine techniques for developing and managing public relations campaigns for internal and external audiences. Students will also review the effectiveness of historic and contemporary public relations campaigns.

## **Effective Presentations**

This course focuses on the development and enhancement of public presentation skills. It covers the theoretical background for speaking in different types of public situations but concentrates primarily on speech preparation and skill development.

## **Integrated Marketing Communication**

This course provides an overview of the strategic management of the various communication functions to create and maintain mutually beneficial relationships essential to an organization's success. Through case studies and exercises, students will learn how to integrate public relations, advertising, publicity, marketing, and sales to present internal and external stakeholders with a consistent message and identity to shape and reinforce the organization's brand.

## **Social Media**

This course explores the new media landscape in terms of online expression, social networking, identity management, and community building. Students will participate in social networks, wikis, microblogs, and other emerging forms of social media.



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