

PROFESSIONAL COMMUNICATION (M.A.) - PROMOTIONAL & VIDEO COMMUNICATION

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Theory and Research Courses		
COMS 520	Communication Theory and Practices	3
COMS 680	Communication Research Design	3
COMS 690 or COMS 691	Thesis Defense Project	3
Total Hours		9

Code	Title	Hours
Promotional and Video Communication Cognate		
<i>Choose four of the following:</i>		<i>12</i>
COMS 526	Investigative Storytelling	
STCO 532	Media Technologies & Communication Strategies	
STCO 533	Video, Social & Mobile Promotion	
STCO 546	Effective Media Analysis	
STCO 638	Video Storytelling	
STCO 639	Digital Storytelling	
STCO 658	Strategic Communication Campaigns for the Digital Age	
Total Hours		12

Code	Title	Hours
Elective Courses		
Communication or Strategic Communication Elective ¹		3
Communication or Strategic Communication Elective ¹		3
Communication or Strategic Communication Elective ¹		3
Communication or Strategic Communication Elective ¹		3
Communication or Strategic Communication Elective ¹		3
Total Hours		15

¹ Choose any 500-600 level COMS or STCO course not already applying to the degree

All applicable prerequisites must be met

Graduation Requirements

- Complete 36 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA

- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Resident Format Course Sequence

Course	Title	Hours
First Year		
First Semester		
COMS 520	Communication Theory and Practices	3
Cognate Elective ¹		3
Elective ²		3
Hours		9
Second Semester		
Cognate Elective ¹		3
Elective ²		3
Elective ²		3
Hours		9
Second Year		
First Semester		
COMS 680	Communication Research Design	3
Cognate Elective ¹		3
Elective ²		3
Hours		9
Second Semester		
Cognate Elective ¹		3
Elective ²		3
COMS 690 or COMS 691	Thesis Defense or Project	3
Hours		9
Total Hours		36

¹ Choose from the following courses: COMS 526, STCO 532, 533, 546, 638, 639, or 658.

² Choose any 500-600 level COMS or STCO course not already applying to the degree.