

M.A. in Strategic Communication

Admissions Application Evaluation

Work Experience/Internships/Practica/Student Media (Max. 5 points)

Relevant experience includes but is not limited to public relations, marketing, advertising, publicity/promotion, social/digital media management, content production, fundraising/development, community relations, journalism, non-profit or corporate management, sales, agriculture communication, communications for government agencies or political entities, and healthcare communication.

Points	Criteria
5	7+ years of professional work experience related to strategic communication
4	5+ years of professional work experience related to strategic communication
3	3+ years of professional work experience related to strategic communication
2	2+ years of professional work experience related to strategic communication OR two or more internships/practica for academic credit OR at least two years working for an official student/university media outlet
1	1+ years of professional work experience related to strategic communication OR one internship/practicum for academic credit OR at least one semester working for an official student/university media outlet
0	No relevant professional work experience, internship, practica, student media, or experiential learning experience

Undergraduate GPA (Max. 4 points)

Points	Criteria
4	Above 3.5
3	3.0-3.5
2	2.8-2.99
1	2.5-2.79
0	Below 2.5 (does not meet minimum admission requirements)

Letters of Recommendation (Max. 3 points)

Points	Criteria
3	Letters directly address qualifications for the MASC program and applicant's ability/desire to complete a graduate degree
2	Letters are general in nature and only minimally address strategic communication
1	Letters are vague with almost no detail about qualifications for graduate work and/or strategic communication
0	No recommendation letters submitted

Earned Degrees/Completed Coursework (Max. 3 points)

Points	Criteria
3	Completed a bachelor's degree in communication, public relations, strategic communication, journalism, mass media, organizational communication, health communication, or agricultural communication from an accredited institution OR completed a master's degree from an accredited university
2	Completed a bachelor's degree in marketing, business administration, advertising, agriculture business, English, or political science from an accredited institution
1	Meets minimum degree requirement of a bachelor's degree in any discipline from an accredited institution
0	Does not have an earned bachelor's degree from an accredited university and/or does not qualify for early admission as an undergraduate

Total Points	Decision
	Unconditional Admission (18-22 pts.)
	Conditional Admission (12-17 pts.)
	Deny Admission (0-11 pts.)

Personal Statement (Max. 3 points)

Points	Criteria
3	Essay presents well-defined career goals clearly aligned with strategic communication. Demonstrates specific knowledge of the degree program and articulates precisely how program elements will help achieve stated career objectives. Writing is polished, compelling, and error-free.
2	Essay presents identifiable career goals with basic connections to strategic communication. Some mention of the degree program but limited specificity about how it aligns with career objectives. Writing is generally clear with minor issues.
1	Essay presents vague or generic career goals with minimal connection to strategic communication. Little or no specific reference to the degree program or how it would help achieve stated goals. Contains significant writing issues that impede understanding.
0	No personal essay submitted.

Writing Sample(s) (Max 4 points)

Points	Criteria
4	Writing demonstrates exceptional potential for advanced academic and professional work. Original, nuanced ideas with compelling evidence. Mastery of complex structures and discourse. Seamlessly integrates diverse sources with perfect mechanics and flawless citations.
3	Writing demonstrates strong potential for graduate-level work with some refinement. Shows clear ability to engage in advanced discourse. Well-developed ideas with logical arguments. Minor grammatical errors. Effectively incorporates multiple sources with meaningful connections and generally consistent formatting.
2	Writing demonstrates basic competence but requires substantial development to meet graduate-level expectations. Basic ideas with some supporting evidence. Several grammatical and mechanical errors. Uses multiple sources with superficial integration and inconsistent citations.
1	Writing demonstrates limited potential for graduate-level work. Requires extensive development in multiple areas. Underdeveloped ideas with minimal evidence. Frequent grammatical errors impeding comprehension. Poor integration of sources and inconsistent formatting.
0	Writing demonstrates insufficient preparation for graduate-level work. Does not meet minimum standards for admission consideration. No clear ideas or severe grammatical issues throughout. No source engagement or extensive mechanical errors with missing citations.

Optional Components

Note: GRE or GMAT scores are not required but may be submitted to strengthen an application. Submission of these scores may increase the overall admission score but is entirely optional.

GRE or GMAT Test Score (Maximum 1 point)

Points	Criteria
1	GRE Verbal Reasoning: Score of 146 or higher or GMAT Total Score of 320 or higher
0	GRE Verbal Reasoning score 145 or less or GMAT Total Score of 319 or less

GRE/GMAT Analytical Writing (Maximum 2 points)

Points	Criteria
2	Score of 4.0-6.0
1	Score of 3.0-3.9
0	Score of 0-2.9