



# M.A. Strategic Narrative Communication

An online, full-time, 1-year graduate degree (30 credit hours)

## PROGRAM DESCRIPTION

The Master of Arts in Strategic Narrative Communication program empowers students to craft compelling narratives that captivate audiences and drive meaningful change. This innovative curriculum seamlessly blends narrative theory with hands-on training, immersing students in the art and science of narrative design across diverse mediums and emerging technologies. Students gain advanced skills in audience engagement, brand narrative, digital marketing, and storytelling across platforms such as AR/VR/XR, podcasting, video production, and AI-generated media.

The program's strong focus on real-world applications ensures that graduates are equipped not just with theoretical knowledge but also with practical skills that are highly valued in a rapidly evolving media and marketing landscape. Armed with a professional portfolio and a dedicated website, graduates are able to showcase their skills to potential employers and make a significant impact in their chosen fields.

## PROGRAM PREREQUISITES

- A bachelor's degree from a regionally accredited institution with a minimum recommended cumulative GPA 2.7

## ADMISSIONS REQUIREMENTS

- Graduate application with \$30 application fee
- Unofficial transcripts for initial admission from all institutions of higher education previously attended.
- Language proficiency requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: <https://www.su.edu/admissions/international-students>

## FREQUENTLY ASKED QUESTIONS

- **What is the format of the program?**  
Courses are offered fully online with weekly class times on Zoom. Courses in this program are 8-weeks long.
- **What mediums do students learn about throughout the program?**  
Specialized skills are developed in areas such as integrated marketing, social media, AR/VR/XR, podcast production, digital illustration, and artificial intelligence.
- **Can I complete this program part-time?**  
Yes, students can complete this program at a part-time pace by taking two courses per semester (one course per 8-week session). At a part-time pace, students can complete the program in 2 years.
- **Can I also earn the Digital Marketing Certificate through this program?**  
Yes, this program incorporates the courses for the [Digital Marketing Certificate](#). To graduate with the Certificate and the M.A. in Strategic Narrative Communication, students must apply to both programs.

## ADMISSION & APPLICATION

### Start Term

Fall (August)

### Admission Deadline

Fall Priority: June 1

Fall Final: Rolling

### Format/Location

Online via Zoom

### Transfer Credits

A maximum of six semester hours of grades "B" or better may be approved by the program director.

### How to Apply

Begin the online application process by going to <https://www.su.edu/admissions/graduate-students/strategic-narrative-communication/>

### Foreign Transcripts

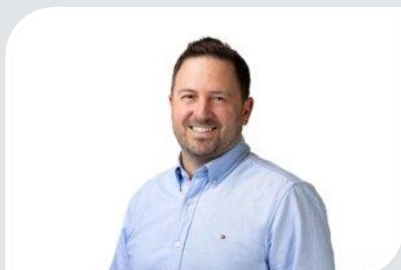
International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at [www.naces.org](http://www.naces.org) and <http://aice-eval.org/>.

### Contact Us

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Program Director  
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Office of Graduate Admissions  
[SUGradAdmissions@su.edu](mailto:SUGradAdmissions@su.edu)  
call: 540-665-4581 | text: 540-546-6029

Office of Financial Aid  
<https://www.su.edu/financial-aid/incoming-graduate-aid/>  
[finaid@su.edu](mailto:finaid@su.edu) | call: 540-665-4538



**Matthew Corr, B.A., M.A., Ph.D.**  
**Department Chair and Associate Professor of**  
**Media and Communication**  
**Program Director**

## MS STRATEGIC NARRATIVE COMMUNICATION CURRICULUM

To earn the Master of Arts in Strategic Narrative Communication degree from Shenandoah University, students must complete a total of 30 credit hours. This includes 25 credits from required courses, and 4 credits from separate 1-credit masterclasses, and 1 credit for a capstone project.

### CURRICULUM

Courses		Credits
SNC 501	Foundations of Media Narratives	3
SNC 502	Narratives for Social Change	3
SNC 611	Strategic Narratives in Integrated Marketing	2
SNC 642	AI Narratives: From Myths to Media Strategy	1
SNC 602	Immersive Narratives in AR/VR/XR	1
SNC 621	Visual Narratives: Illustration as Communication	2
SNC 612	Audio Storytelling & Podcasting	1
MKT 531	Digital Marketing Strategy	3
MKT 533	Social Media & Digital Advertising Strategy	3
MKT 535	Digital Marketing Analytics	3
MKT 537	Digital Marketing Practicum	3
<b>Masterclass</b>		
SNC 590	Masterclass (1 credit)	4
<b>Capstone</b>		
SNC 690	Capstone	1
	<b>Total</b>	<b>30</b>

### FACULTY

You will learn from faculty who bring a wealth of experience and knowledge to the classroom and who are active in the industry.

#### **Dr. Matthew Corr, Program Director, Department Chair and Associate Professor of Media & Communication**

Specialty Subjects:

- Media & Communication
- AI Narratives
- Integrated Marketing

#### **Dr. Mrinalini Choudhary, Assistant Professor of Marketing and International Business, School of Business**

Specialty Subjects:

- Digital Marketing Strategy & Analytics

#### **Dr. Kelley Crowley, Associate Professor of Media & Communication**

Specialty Subjects:

- Audio Storytelling
- Podcasting

#### **Dr. Nathan Prestopnik, Professor of Virtual & Augmented Reality; Director, Virtual Reality Design B.A. Program; Co-Director, Shenandoah Center for Immersive Learning (SCiL)**

Specialty Subjects:

- AR/VR/XR
- Immersive Narratives

#### **Prof. s, Assistant Professor of Art and Design**

Specialty Subjects:

- Art & Design
- Visual Narratives
- Narratives for Social Change