

## NEW! MSc in Strategic Communications

### Launching in autumn 2017

In a world of expanding media, managing communications becomes a strategic priority. This degree prepares students for precisely this complex media environment. The question of how to manage communications is now a *strategic* challenge at the heart of the contemporary economy, society and government. Addressing this challenge has become ever more important, creating new risks and opportunities for all organisations and institutions, large and small.

This programme focusses on the study of organisations and their communication challenges across the governmental, non-governmental and corporate sectors, especially in the context of change associated with digitalisation and globalisation. The three core areas that the programme tackles are:

- **The ways organisations communicate strategically**, both internally and externally; how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.
- **The role of digital technologies** in the process of gathering information, establishing or challenging systems of trust, and communicating internally and externally, especially on social media.
- **The links between discourse and power**, especially as seen in governmental and corporate branding campaigns and in humanitarian campaigns.

The programme has a **distinctive focus**: it moves beyond purely vocational training and how to craft messages. Instead, it offers students a holistic approach to strategic communications that reflects:

- the changing *means* of communication, image making and storytelling in the organisational environment today
- the expanding strategic *ends* of selling not only products and ideas/ideals but also places and experiences in an increasingly mediated and networked world, especially through branding
- the increasingly complex *consequences* for all types of organisation of the interaction of these changes

Students on this degree will be trained to think effectively about complex communication challenges in all scales of organisations and to become effective communicators in local and global environments.

### Structure

Students take two specially designed core courses dedicated to this degree – *Critical Approaches to Strategic Communications*; and *Strategic Communications in Practice: Professional Perspectives*. They also take the core courses: *Theories and Concepts in Media and Communications* and *Methods of Research in Media and Communications*. In addition, they can choose two optional courses. All students write a dissertation – an independent project – on a topic of their choice.

### Career prospects

The Department already has a high success rate in its graduates obtaining employment quickly after graduation. Last year 93% of our 250 graduates had employment within 6 months. Strategic Communications is an expanding area within the private, governmental and non-governmental sectors and numerous opportunities will be available to graduates in the UK and globally. LSE Careers offers tailored assistance with a comprehensive range of careers and employment services.