SWOT ANALYSIS

M.A., Strategic Communication and Public Relations

|  |  |
| --- | --- |
|  **Strengths*** Would facilitate enrollment growth
* Professional preparation for new graduates, early and mid-career government, private business, and non-profit organizations
* Media literacy and competency in digital and emerging technologies—visual, audio and online— social media marketing and web content and design—digital storytelling
* Students will have a digital footprint with online professional portfolios
* Students will be able to research, develop, write, and present a creative, insightful and thorough communications plan
* Innovative program with immediate skill set enhancement
* Professional incentive for quick completion
* New media lab available to all faculty and students
 |  **Weaknesses*** Lack of digital equipment
* Lab availability
* Lack of software for digital competencies
* Marketing and outreach
* Mixed and inconsistent quality of faculty
* Mixed and inconsistent quality of students
* Alumni relationships
* Connecting media competencies across all graduate disciplines
* Repetitive classes
* Lack of assessment of program outcomes and pedagogy
* Lack of understanding of current program skills and usability
 |
|  **Opportunities*** Interdisciplinary pedagogy with Health professions; Media/Business/Public Relations and entrepreneurship
* Political Communications and International Diplomacy
* Entertainment and Sports Media
* Philanthropy and Fundraising
* Business and Health News focus
* Creation of an Advisory Board of industry leaders
* Faculty training in digital and social media
* Gateway to revival of student media online
* Visibility with new student chapters of professional organizations (PRSSA, AWM, SPJ, NABJ, NAHJ)
* Internships in media/other organizations
 |  **Threats*** Low enrollment
* Changing technological landscape
* Establishment of and reputation management
* Staff development - skills upgrading
* Digital innovation in the classroom
* Institutional competition for same cohort of students
* Lab security and staffing
* Updating and maintenance of equipment
* Eventual University-wide common core experience enrolling students from all concentrations to upgrade their skills in basic digital media production, technology and social media
 |