SWOT ANALYSIS

M.A., Strategic Communication and Public Relations

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| **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 |