



AMERICAN UNIVERSITY
WASHINGTON, DC

WHY AMERICAN UNIVERSITY'S

**ONLINE MASTER'S
DEGREE PROGRAMS**

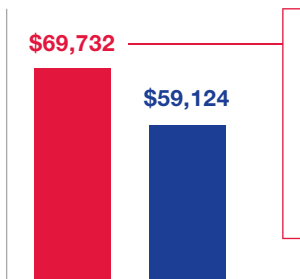
With a passion for public service, an emphasis on active leadership and a global outlook on education, American University proudly offers seven online master's degree programs that not only prepare graduates for challenging job opportunities, but also provide a foundation to create change in the world.

Here's a look at the benefits of American University's online graduate degrees:

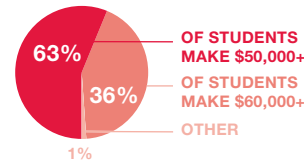
Five Data-Backed Reasons to get an Online Master's Degree

BETTER PAY¹²

AVERAGE SALARY WITH A MASTER'S DEGREE ●
AVERAGE SALARY WITH A BACHELOR'S DEGREE ●



WITHIN JUST SIX MONTHS OF GRADUATING FROM AN AMERICAN UNIVERSITY MASTER'S PROGRAM:



INCREASE JOB OPPORTUNITIES³



32%

of employers have increased the education requirements for job applicants over the past five years



27%

of employers recently surveyed now require applicants to have a master's degree



57%

of employers recently surveyed say higher education requirements result in higher quality work

REAL-WORLD EXPERIENCE⁴

Online degree programs offer coursework that includes hands-on experience

58% OF EMPLOYERS RATE JOB EXPERIENCE AS A MUST-HAVE FOR JOB APPLICANTS

American University's online graduate programs are project-oriented, to better prepare graduates for the job market.

INCREASED NETWORKING⁵

Degree programs offer networking opportunities with students, faculty and mentors

41% OF EMPLOYEES GET HIRED THROUGH NETWORKING

The unique experiences and background of American University students add to the diverse culture of the school. Students connect with classmates and faculty through email, chat and discussion boards, and build relationships for years to come.

INCREASE CREDIBILITY⁶

83%

OF EXECUTIVES SAY AN ONLINE DEGREE IS JUST AS CREDIBLE AS A DEGREE FROM A TRADITIONAL COLLEGE

American University's programs are as rigorous and challenging as their on-campus counterparts, and taught by the same prominent faculty members, influential guest speakers and connected lecturers.

Four More Reasons to Get an Online Master's Degree from American University

1 EFFECT CHANGE IN THE WORLD

Our students learn to:

Engage with leading faculty experts and world leaders who can provide a path for change

Stand out from their peers as active, socially aware and compassionate leaders

Address difficult issues facing our nation, including:

- Global economic challenges
- Corporate governance
- Government reform
- Public health
- Human rights and justice
- Diversity
- Environmental issues
- Sustainable development
- Immigration
- Disruption in media and journalism

2 LEARN FROM RENOWNED FACULTY

Our faculty have:

A passion for teaching

Been published in or quoted on CNN, *The Los Angeles Times*, *The Boston Globe*, *The Washington Post* and other trusted news outlets

Received prestigious awards in their fields

A history as speechwriters, press secretaries, media strategists, public diplomacy experts and government consultants

3 BENEFIT FROM A GREAT LOCATION IN THE NATION'S CAPITAL

Being located in Washington, D.C., provides students with a political and cultural atmosphere that prepares them for engaged leadership

Faculty and students are connected to Washington through experiential learning opportunities at pinnacle organizations in government, business and non-profit sectors

4 GRADUATE FROM AN ELITE UNIVERSITY

American University is recognized for these accomplishments:

The university has been named a Best National University by *U.S. News & World Report* and is recognized as being among the Best 380 Colleges by *The Princeton Review*

91% of graduates are employed in the workforce within six months of earning their degree

The university has a history of educating students that dates back to 1893



GRADUATE PROFILE

- 96% are employed or continuing their education six months after graduation
- Over half work for the government, while one-third work at for-profit companies
- Over 77% are making over \$50,000

POPULAR EMPLOYERS FOR GRADUATES

- Bureau of Labor Statistics
- Census Bureau
- Federal Trade Commission
- Food and Drug Administration
- Department of Treasury
- Overseas Private Investment Corporation
- Federal Reserve Board

- Federal Deposit Insurance Corporation
- JPMorgan Chase & Co.
- International Monetary Fund

NATIONAL CAREER PROJECTIONS⁷

- Projected job growth: 6%
- Median pay \$99,180

KEY SKILLS GAINED

- Use of economic theory to make predictions or explain outcomes
- Use of econometrics to answer questions
- Communicate economic analysis to a wide audience of economists and non-economists alike

HOW AU'S PROGRAM STANDS OUT

- Students are given practical assignments to evaluate economic policy through econometrics
- AU offers optional on-campus classes and internships
- Students learn to use Stata, a state-of-the-art statistical software tool used in the industry
- Students can graduate in as few as 20 months
- Faculty members have been published in the most selective peer-reviewed industry journals

What People Are Saying About American University's Online Master of Arts In Economics

"I sought a Master's in Economics to shift from administrative tasks to a development research and project-based work program. Earning my M.A. at AU allowed me to do this immediately upon completion of the program. While I have been fortunate enough to work for different organizations that I believe in, my education at AU allowed me to shape my job description in a way that best suits my skill set."

SYDNEY GOURLAY
GRADUATE | M.A. IN ECONOMICS
Survey Specialist at the World Bank

96%

ARE EMPLOYED OR
CONTINUING THEIR
EDUCATION SIX MONTHS
AFTER GRADUATION

OVER 77%

MAKE OVER \$50,000



What People Are Saying About American University's Online Master of Arts In Strategic Communication

"Every day strategic communication professionals must work to find innovative strategies to develop messages that break through the noise and resonate with target audiences. They must seek out the right channels and technologies that effectively reach the people they need to connect with. And, they need to identify the best methods of evaluating the effectiveness of campaigns and PR activities."

DINA MARTINEZ
Professional Lecturer



MASTER OF ARTS IN STRATEGIC COMMUNICATION

GRADUATE PROFILE

- More than 98% report being employed or in continuing education after six months
- 66% are making more than \$60,000

POPULAR EMPLOYERS FOR GRADUATES

- Discovery Communications
- National Public Radio
- Fox News
- Edelman
- Ogilvy & Mather
- Microsoft
- Reuters
- U.S. Department of State
- Washington Post
- World Bank Group
- Fannie Mae
- Fidelity Investments

NATIONAL CAREER PROJECTIONS^{8,9}

- Projected job growth: 6%
- Washington, D.C., is one of the premier public relations hot spots in America, where the average annual salary of a PR specialist is over \$99,000

KEY SKILLS GAINED

- Create strategic communication campaigns
- Tell compelling stories through creative messaging and persuasive communication
- Integrate social media strategies and tactics with traditional methods
- Examine crisis communication messaging and decision-making

HOW AU'S PROGRAM STANDS OUT

- The program is listed as a Best Online Communications Master's Degree from Graduateprograms.com
- Faculty members have worked with major PR firms, government agencies and global corporations
- Students do not have to take the GRE exam
- Students can graduate in as few as 20 months

98%

REPORT BEING EMPLOYED OR IN CONTINUING EDUCATION AFTER SIX MONTHS

"The program's biggest strength is its rigorous academic program. It is a lot of work but very rewarding when I complete an assignment. I especially like the videos from professors who have great expertise and are published authors. It is very inspiring."

DAVID SOTERO
Communications Manager, LA Metro

MASTER OF SCIENCE IN NUTRITION EDUCATION

GRADUATE PROFILE

- 93% of master's graduates in the College of Arts and Sciences were employed within six months of graduation

POPULAR EMPLOYERS AND CAREER PATHS FOR GRADUATES

- U.S. Department of Agriculture
- U.S. Government
- Public health organizations
- Independent health coaching
- Nonprofit organizations
- Associations
- School systems
- Food banks
- Gyms and health clubs
- Nutrition counseling
- Food companies

CAREER PROJECTIONS¹⁰

- Projected job growth: 16%
- Median pay: \$57,910

93%

WERE EMPLOYED WITHIN SIX MONTHS OF GRADUATION

MEDIAN PAY

\$57,910

KEY SKILLS GAINED

- Design and implement nutrition education programs for corporations, government organizations, schools and universities
- Use communication strategies to communicate to the public and advocate for nutritional health
- Design studies to analyze the relationship between nutrition and disease
- Develop programming and intervention skills related to nutrition

HOW AU'S PROGRAM STANDS OUT

- This program provides a stepping stone to the Certified Nutrition Specialist[®] credential*
- Faculty provide networking opportunities to help students solidify a career path
- Students receive practical assignments to develop and deliver nutrition education
- Students can graduate in as few as 20 months
- No background in nutrition is needed to enter the program

*Additional coursework in clinical nutrition, bio/life sciences, and bio-chemistry, beyond what is included in this program, as well as supervised practice experience, are necessary for CNS[®] eligibility.



What People Are Saying About American University's Online Master of Science in Nutrition Education

"In the online M.S. in Nutrition Education program, we are creating a very different professional and that is what makes our program stand out. There are few online nutrition education programs across the country, so we try very hard to meet our students' needs by having very current content for our classes and engaging faculty who are dedicated to their students."

ANASTASIA SNELLING
Program Director

"The participating students and instructors differ greatly in geographic location and educational background. It was **very refreshing to connect with students outside of the realm of nutrition** and hear about their opinions on course topics."

ELISE FAWCETT
GRADUATE
Registered Dietician

MASTER OF PUBLIC ADMINISTRATION AND POLICY

GRADUATE PROFILE

- 96% of School of Public Affairs master's graduates with a degree in public policy or public administration were employed or continuing their education within six months of graduation

POSITIONS HELD BY ALUMNI

- Mayor of the District of Columbia
- Chiefs of Council for the U.S. House of Representatives
- Advisory Council member at the Department of Homeland Security
- Chief of Staff for the U.S. International Trade Commission
- State and local government officials
- Ambassadors and international leaders

- Financial officers
- Attorneys

NATIONAL CAREER PROJECTIONS¹¹

- Projected job growth: 14%
- Median pay: \$81,320

KEY SKILLS GAINED

- Analyze administrative problems and craft solutions by applying knowledge of organizational management and leadership
- Formulate, evaluate and communicate public policies and programs using acquired analytic frameworks and methodological skills
- Incorporate a range of constitutional and ethical values into policy and administrative analysis and actions, including respect for the diversity of people and perspectives in the policy process

- Apply acquired skillsets, expertise, and values to real-world policy and organizational problems in a collaborative manner

HOW AU'S PROGRAMS STAND OUT

- Ranked No. 6 among Top Online Master's Degrees in Public Administration by TopManagementDegrees.com
- AU's School of Public Affairs ranked No. 5 among Top Public Management/Public Administration Programs by *U.S. News & World Report*
- Students learn from experienced faculty whose accomplishments include orchestrating large-scale government reforms, working at D.C. think tanks, and implementing legislation
- This is one of the few degrees that offer a hybrid of public administration and public policy skills

What people are saying about American University's Master of Public Administration and Policy

"The desire to advance my career is what prompted me to begin the program. I realized that without a graduate degree, I wouldn't be able to do what I wanted. Not only is the credential a huge step up, but the skills I'm developing in the program are readily applicable to the work I want to do in the federal government."

FLETCHER SMITH
GRADUATE

Staff Assistant, Department of State

MEDIAN PAY

\$81,320

96%

ARE EMPLOYED OR CONTINUING
THEIR EDUCATION WITHIN SIX
MONTHS OF GRADUATION



MASTER OF SCIENCE IN MEASUREMENT & EVALUATION

Be part of a **new online program** at American University that teaches you the skills to lead evaluation efforts, increase your technical skills and better positions you for upper management roles.

POSSIBLE CAREER PATHS

- Operations research analyst
- Logisticians
- Management analysis

NATIONAL CAREER PROJECTIONS^{12 13 14}

Operations Research Analyst

- Projected job growth: 30%
- Median pay: \$78,630

Logistician

- Projected job growth: 2%
- Median pay: \$74,260

Management Analyst

- Projected job growth: 14%
- Median pay: \$81,320

INDUSTRIES & ROLES

- This degree will prepare you for work in roles leading evaluation, monitoring and reporting of projects, programs and policies in environments that include government

agencies, universities, non-profit organizations, and corporations and businesses

KEY SKILLS GAINED

- Comprehend and create a Logical Framework Analysis for improving the planning, implementation, management, monitoring and evaluation of projects
- Construct and assess monitoring plans, performance evaluation designs, impact evaluation designs, economic evaluation designs and Evaluation Statements of Work
- Comprehend a needs assessment
- Design an intervention that meets the identified needs
- Assess emerging trends in the global workplace and the impacts of ever-changing technologies
- Establish professional consulting relationships with project stakeholders

HOW AU'S PROGRAM STANDS OUT

- Students learn from development practitioners with more than 20 years of experience
- This program is distinctly different from a graduate degree in project management in that

it focuses on assessing project efforts rather than managing projects themselves

- An advisory council, composed of leading practitioners of project planning and evaluation who are actively employed in a variety of organizations and fields, has provided input on competencies, standards and industry trends, to ensure that the curriculum is relevant and applicable to the workplace and experiential in nature

An online certificate option consisting of four courses is available for students looking to gain critical knowledge and expand their skillset quickly.

OPERATIONS RESEARCH ANALYST
MEDIAN PAY

\$78,630

LOGISTICIAN MEDIAN PAY

\$74,260

MANAGEMENT ANALYST MEDIAN PAY

\$81,320



MASTER OF SCIENCE IN HEALTHCARE MANAGEMENT

Be part of a **new online program** at American University that gives you the skills you need to effectively manage within healthcare organizations and successfully navigate the dramatic changes that are reshaping the industry.

NATIONAL CAREER PROJECTIONS¹⁵

- Projected job growth: 17%
- Median pay: \$94,500

INDUSTRIES & ROLES

This multidisciplinary degree will prepare you for traditional and nontraditional settings and industries that include:

- Healthcare provider organizations
- Consulting
- Government agencies
- Law firms
- Insurance companies
- Correctional facilities
- Extended care facilities
- Pharmaceutical research
- Information technology
- Medical software
- Healthcare

Typical roles could include:

- Healthcare administrator
- Vice president of health information management
- Interface support analyst
- Senior business intelligence analyst

KEY SKILLS LEARNED

- Prepare graduates as they increasingly rely upon technology to improve the quality and efficiency of care delivery

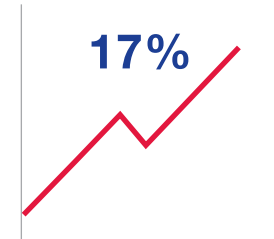
- Determine and implement effective strategies for managing patient safety and security risks in health information systems
- Evaluate and manage financial risk of various healthcare payment arrangements
- Assess and implement new models of health optimization and the opportunities afforded by emerging technology
- Demonstrate leadership and communication skills that can be used to establish professional relationships with project stakeholders

HOW AU'S PROGRAM STANDS OUT

- This degree is multi-disciplinary, both in content and orientation, as healthcare strategic science incorporates professional leadership, evaluation science and information technology
- A council of professionals on the cutting edge of the healthcare sciences provided advice on competencies, standards and industry trends to ensure that the curriculum is relevant and applicable to the workplace and experiential in nature
- The School of Professional & Extended Studies is able to offer this degree due to its relationship with a council of professionals from large healthcare organizations, such as Inova and the U.S. Department of Health and Human Services

An online certificate option consisting of four courses is available for students looking to gain critical knowledge and expand their skillset quickly.

PROJECTED JOB GROWTH



MEDIAN PAY

\$94,500



Be part of a **new online program** at American University that equips you to become a strategic sports manager possessing the skills needed to measure the impact that emerging technologies have on sports organizations and society.

NATIONAL CAREER PROJECTIONS^{16 17}

- From 2010 to 2014, the number of jobs in sports-related industries in the U.S. grew by 12.6%, more than double the average growth rate of all industries combined
- In the U.S., the sports industry is a \$500 billion enterprise that continues to experience steady growth

INDUSTRIES & ROLES

Your degree will prepare you for sports employment opportunities with entities such as:

- Sports leagues and teams
- Athletes and athlete representation
- Sports governance agencies
- Non-governmental sports organizations
- Private agencies and firms that are key stakeholders in the sports market

Typical roles could include:

- Director of operations
- Sports information manager
- Business development manager
- Advertising sales representative
- Sponsorship sales representative
- eSports manager
- Athletic Director

KEY SKILLS GAINED

- Examine the impact of social networking and messaging on the sports industry

- Value the importance of making ethical and strategic decisions to improve relationships with sports agencies, clients and the community
- Comprehend and create strategies for improving the outreach of a sports organization
- Develop a needs assessment and design a business plan that will engage the target audience and increase brand awareness

HOW AU'S PROGRAM STAND OUT

- Rather than a general management or administrative focus, our program emphasizes the impact of analytics and evaluative technologies on the future of the sports industry

- A council of professionals in the sports industry was consulted when developing the curriculum to ensure that it is relevant and applicable to the workplace
- The program explores the next generation of sports programming and the critical roles of analytics and technology in the future of the industry including esports gaming, performance data analytics, fantasy sports, interactive spectatorship, social media, and virtual reality

An online certificate option consisting of four courses is available for students looking to gain critical knowledge and expand their skillset quickly.





TAKE ACTION

Are you ready to see how an online degree program from American University can improve your career? Request more information to learn more about the impact our online programs could have on your future.

LEARN MORE

Sources

¹ **BUREAU OF LABOR STATISTICS.**

http://www.bls.gov/emp/ep_chart_001.htm

² **AMERICAN UNIVERSITY'S GRADUATION CENSUS.**

<https://www.american.edu/weknowsuccess/#GR,all,all>

³ **CAREERBUILDER.**

http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?sd=3%2f17%2f2016&siteid=cbpr&sc_cmp1=cb_pr940_&id=pr940&ed=12%2f31%2f2016

⁴ **INDEPENDENT.**

<http://www.independent.co.uk/news/education/educationnews/leadingemployerspreferworkexperienceovergradessaysnewresearch10286829.html>

⁵ **FORBES.**

<http://www.forbes.com/sites/susanadams/2011/06/07/networkingisstillthebestwaytofindajobsurveysays/#50b83d2c2754>

⁶ **CNN.**

<http://www.cnn.com/2010/LIVING/worklife/03/29/cb.employers.online.education/>

⁷ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/lifephysicalandsocialscience/economists.htm>

⁸ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/mediaandcommunication/publicrelationsspecialists.htm>

⁹ **US NEWS AND WORLD REPORT.**

<http://money.usnews.com/careers/bestjobs/publicrelationsspecialist/salary>

¹⁰ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/healthcare/dietitiansandnutritionists.htm>

¹¹ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/businessandfinancial/managementanalysts.htm>

¹² **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/math/operationsresearchanalysts.htm>

¹³ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/businessandfinancial/logisticians.htm>

¹⁴ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/businessandfinancial/managementanalysts.htm>

¹⁵ **BUREAU OF LABOR STATISTICS.**

<http://www.bls.gov/ooh/management/medicalandhealthservicesmanagers.htm>

¹⁶ **TRENDLINE.**

<http://trendline.dcrworkforce.com/industryhighlightsportsrelatedemploymentindex.html>

¹⁷ **PLUNKETT RESEARCH.**

<https://www.plunkettresearch.com/statistics/sportsindustry/>



AMERICAN UNIVERSITY

WASHINGTON, DC

programs.online.american.edu