

MASTER OF ARTS JOURNALISM AND MASS COMMUNICATION

Bachelor's Degree in _____

From _____

2011-2012

Student's Name: _____

Entrance Date: _____

DEPARTMENT CORE REQUIREMENTS

3-15

| | | | | |
|-----|------|-----|---|---|
| ___ | JOUR | 503 | Writing/Editing in the Journalistic Style | 3 |
| ___ | JOUR | 515 | Communication Theory | 3 |
| ___ | JOUR | 518 | Comm. Law & Regulation | 3 |
| ___ | JOUR | 519 | Media Ethics & Responsibilities | 3 |
| ___ | JOUR | 593 | Applied Mass Comm. Research Methods | 3 |

PROFESSIONAL OR THESIS-TRACK RESEARCH REQUIREMENTS

6

Pick Two of these courses:

| | | | | |
|-----|------|-----|----------------------|---|
| ___ | JOUR | 591 | Directed Readings | 3 |
| ___ | JOUR | 592 | Publications Project | 3 |
| ___ | JOUR | 594 | Directed Research | 3 |

OR

Both Courses

| | | | | |
|-----|------|-----|---------------------|---|
| ___ | JOUR | 597 | Thesis in J & MC I | 3 |
| ___ | JOUR | 598 | Thesis in J & MC II | 3 |

ELECTIVES (Choose 4)

12

| | | | | |
|-----|------|-----|--|---|
| ___ | JOUR | 501 | Digital Photo Editing | 3 |
| ___ | JOUR | 502 | Editorials, Columns, Ed. Page | 3 |
| ___ | JOUR | 504 | Broadcast News Writing | 3 |
| ___ | JOUR | 505 | International Journalism | 3 |
| ___ | JOUR | 506 | Public Affairs Reporting | 3 |
| ___ | JOUR | 507 | Desktop/Electronic Publishing | 3 |
| ___ | JOUR | 508 | Magazine Article Writing | 3 |
| ___ | JOUR | 509 | Spec. Reporting & Writing (May be repeated if topic differs) | 3 |
| ___ | JOUR | 510 | Investigative Reporting | 3 |
| ___ | JOUR | 512 | Point Park News Service I | 3 |
| ___ | JOUR | 513 | Social Media | 3 |
| ___ | JOUR | 514 | Point Park News Service II | 3 |
| ___ | JOUR | 520 | Print Graphics | 3 |
| ___ | JOUR | 521 | Writing for Public Relations | 3 |

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|-----|------|-----|---|---|
| ___ | JOUR | 522 | Innocence Inst. Reporting I | 3 |
| ___ | JOUR | 524 | Small Publications | 3 |
| ___ | JOUR | 525 | Innocence Inst. Reporting II | 3 |
| ___ | JOUR | 526 | Principles of Advertising | 3 |
| ___ | JOUR | 527 | Principles of Public Relations | 3 |
| ___ | JOUR | 529 | Video Production & Editing II | 3 |
| ___ | JOUR | 530 | Creativity & Mng. Creative People | 3 |
| ___ | JOUR | 531 | Ad/PR Research | 3 |
| ___ | JOUR | 532 | Advertising Sales | 3 |
| ___ | JOUR | 533 | Media Planning & Evaluation | 3 |
| ___ | JOUR | 535 | PR/Ad Agency & Dept. Mgt. | 3 |
| ___ | JOUR | 536 | Advertising & PR Graphics | 3 |
| ___ | JOUR | 538 | Integrated Marketing | 3 |
| ___ | JOUR | 539 | PR for Non-Profit Org. | 3 |
| ___ | JOUR | 540 | Freelance Communication & Consulting | 3 |
| ___ | JOUR | 541 | Broadcast Copywriting | 3 |
| ___ | JOUR | 542 | Adv. Television Production | 3 |
| ___ | JOUR | 543 | Television Programming & Sales | 3 |
| ___ | JOUR | 544 | U-View Newscast Production | 3 |
| ___ | JOUR | 545 | Communication, Technology & Culture | 3 |
| ___ | JOUR | 550 | Web Publishing & Editing | 3 |
| ___ | JOUR | 551 | Graduate Internship I | 3 |
| ___ | JOUR | 552 | Graduate Internship II | 3 |
| ___ | JOUR | 555 | Pub. Opinion & News Media | 3 |
| ___ | JOUR | 565 | Mass Comm. History | 3 |
| ___ | JOUR | 575 | Newspaper/Magazine Mgt. | 3 |
| ___ | JOUR | 585 | Writing the Nonfiction Book | 3 |
| ___ | JOUR | 590 | International Media | 3 |
| ___ | JOUR | 595 | Special Topics in J&MC (May be repeated if topic differs) | 3 |

One graduate-level course in another academic Discipline: 3

Program Objectives

Master of Arts in Journalism and Mass Communication

1. Ensure strong journalistic writing and editing skills.
2. Develop a professional knowledge of legal and ethical principles.
3. Emphasize the requirement for continued academic and mass communication research in the field.
4. Provide internship opportunities with various media.
5. Offer a thesis track for research-oriented students and a professional track for job-oriented mass communicators.
6. Supply general as well as specialized courses in a variety of media, new media and related areas, including advertising, broadcasting, print and public relations.