

Bachelor's Degree in _____
From _____

DEPARTMENT CORE REQUIREMENTS 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

SPECIALIZATION REQUIREMENTS 21

___	JOUR	513	Social Media	3
___	JOUR	521	Writing for Public Relations*	3
___	JOUR	526	Principles of Advertising OR	3
___	JOUR	527	Principles of Public Relations	3
___	JOUR	538	Integrated Marketing	3
___	JOUR	___	Elective (from right or from track)	3
___	JOUR	___	Elective (from right or from track)	3
___	JOUR	___	Elective (from right or from track)	3

*Courses may be waived based on prior experience at the discretion of the Graduate Program Director. Waived requirements are to be replaced with electives.

PROFESSIONAL TRACK

Choose two of these courses: 6

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

THESIS TRACK

Thesis track required courses: 6

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

**MASTER OF ARTS IN MEDIA
COMMUNICATION - PUBLIC RELATIONS
& ADVERTISING**

2017-2018

Student's Name: _____
Entrance Date: _____

ELECTIVES

___	JOUR	504	Broadcast News Reporting	3
___	JOUR	509	Spec. Reporting & Writing	3
___	JOUR	516	Technology Mediated Comm.	3
___	JOUR	517	Global Communication	3
___	JOUR	520	Print Graphics	3
___	JOUR	528	Multimedia Production	3
___	JOUR	529	Professional Video Techniques	3
___	JOUR	531	Ad/P.R. Research	3
___	JOUR	535	Comm. Mngmt & Campaigns	3
___	JOUR	536	Branding & Identity Design	3
___	JOUR	539	P.R. for Non-Profit Organizations	3
___	JOUR	540	Freelance Comm. & Consulting	3
___	JOUR	541	Broadcast Copywriting	3
___	JOUR	550	Web Publishing & Editing	3
___	JOUR	551	Graduate Internship I	3
___	JOUR	552	Graduate Internship II	3
___	JOUR	590	International Media	3
___	JOUR	595	Special Topics in J&MC (May be repeated if topic differs)	3
___	PHOT	501	Digital Photo Editing	3

Program Objectives

Master of Arts in Media Communications

Students who complete this program will:

1. Demonstrate strong journalistic writing and editing skills.
2. Employ professional legal and ethical principles.
3. Obtain the knowledge for continued academic and mass communication research in the field.
4. Successfully complete a thesis track for research-oriented students, a professional track for job-oriented mass communicators, or a journalism/public relations initiative track for entry in the profession.
5. Complete general as well as specialized courses in a variety of media, new media and related areas, including advertising, broadcasting, print and public relations.