

**Master of Arts/Master of Business  
Administration Schools of Business and  
Communication**

**2018-2019**

**SCHOOL OF COMMUNICATION REQUIREMENTS**

Choose one concentration:

**Broadcast/Digital Media Management Concentration 27  
Required:**

___	JOUR	504	Broadcast News Reporting	3
___	JOUR	518	Comm. Law & Regulation	3
___	JOUR	519	Media Ethics & Responsibilities	3
___	JOUR	547	Electronic Media Management	3
___	JOUR	593	Applied Mass Communication Research Methods	3

**Electives: Select 4 (or more depending on waived requirements)**

___	JOUR	513	Social Media	3
___	JOUR	515	Communication Theory	3
___	JOUR	528	Multimedia Production	3
___	JOUR	529	Professional Video Techniques	3
___	JOUR	541	Broadcast Copywriting	3
___	JOUR	542	Advanced TV Production	3
___	JOUR	545	Communication Technology & Culture	3
___	JOUR	548	Sports Media and Marketing	3
___	JOUR	550	Web Publishing and Editing	3
___	JOUR	590	International Media	3
___	JOUR	591	Professional Track I	3
___	JOUR	592	Professional Track II	3

**Print/Digital Media Management Concentration 27  
Required:**

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

**Electives: Select 5 (or more depending on waived requirements)**

___	JOUR	510	Investigative Reporting	3
___	JOUR	513	Social Media	3
___	JOUR	515	Communication Theory	3
___	JOUR	545	Communication Technology & Culture	3
___	JOUR	548	Sports Media and Marketing	3
___	JOUR	550	Web Publishing and Editing	3
___	JOUR	590	International Media	3
___	JOUR	591	Professional Track I	3
___	JOUR	592	Professional Track II	3

Student's Name: \_\_\_\_\_

Entrance Date: \_\_\_\_\_

B.A. or B.S. in: \_\_\_\_\_

From: \_\_\_\_\_

**PR/Advertising Agency/Dept. Mngmt Concentration 27  
Required:**

___	JOUR	503	Writing & Editing in Jour Style	<b>OR</b>	3
___	JOUR	504	Broadcast News Reporting		3
___	JOUR	518	Comm. Law & Regulation		3
___	JOUR	519	Media Ethics & Responsibilities		3
___	JOUR	535	Communication Mngmt. & Campaigns		3
___	JOUR	593	Applied Mass Comm. Research Methods		3

**Electives: Select 4 (or more depending on waived requirements)**

___	JOUR	513	Social Media	3
___	JOUR	515	Communication Theory	3
___	JOUR	521	Writing for Public Relations	3
___	JOUR	526	Principles of Advertising	3
___	JOUR	527	Principles of Public Relations	3
___	JOUR	531	Advertising & PR Research	3
___	JOUR	538	Integrated Marketing Comm	3
___	JOUR	539	PR for Nonprofit Organizations	3
___	JOUR	540	Freelance Comm & Consulting	3
___	JOUR	545	Communication Technology & Culture	3
___	JOUR	548	Sports Media and Marketing	3
___	JOUR	550	Web Publishing and Editing	3
___	JOUR	590	International Media	3
___	JOUR	591	Professional Track I	3
___	JOUR	592	Professional Track II	3

**SCHOOL OF BUSINESS REQUIREMENTS 27**

___	MBA	511	Accounting for Managers	3
___	MBA	570	Global Environment of Business	3
___	MBA	571	Legal Environment of Business	3
___	MBA	572	Marketing	3
___	MBA	573	Corporate Finance	3
___	MBA	574	Organizational Behavior	3
___	MBA	576	Quantitative Methods	3
___	MBA	577	Strategic Planning	3
___	MBA	578	Managerial Economics	3