

Master of Arts in Multimedia

2024-2025

Bachelor's Degree in: _____
From: _____

Student's Name: _____
Entrance Date: _____

CORE COURSES 12

COMM	515	Communication Theory	3
COMM	518	Communication Law & Regulation	3
COMM	519	Media Ethics & Responsibilities	3
COMM	593	Applied Mass Communication Research Methods	3

MAJOR REQUIREMENTS 12

MULT	545	Comm, Technology, & Culture	3
MULT	528	Multimedia Production	3
MULT	530	Multimedia Design	3
MULT	550	Web Publishing and Editing	3

THESIS OR PROFESSIONAL TRACK REQUIREMENT 6

COMM	597	Thesis I	3
COMM	598	Thesis II	3
OR			
COMM	591	Professional Track I	3
COMM	592	Professional Track II	3

ELECTIVES 6

Choose from electives below:

BPMM	529	Professional Video Techniques	3
COMM	517	Global Communication	3
COMM	551	Graduate Internship I	3
COMM	552	Graduate Internship II	3
COMM	595	Special Topics (by approval)	3
MULT	511	Visual Communication Tech.	3
MULT	516	Technology Mediated Comm	3
PHOT	501	Digital Image Editing	3
PRAD	513	Social Media Practice	3
PRAD	564	Social Media Analytics & SEO	3

Program Objectives

Master of Arts in MULTIMEDIA

Upon successful completion of this program, a student will be able to:

1. Analyze the functions of multimedia technology and its role in mediating communication processes.
2. Critically evaluate different theoretical perspectives and research strategies/approaches to multimedia technology.
3. Analyze, compare and contrast existing policies and regulations pertaining to multimedia technologies.
4. Identify and evaluate social interaction technologies as new means of production, collaboration, sharing and interaction.
5. Use knowledge of industry standard technology tools and applications to design, produce and disseminate communication messages.