POINT PARK UNIVERSITY

Degree Requirements

Master of Arts/Master of Business Administration
Schools of Business and Communication
2026-2027

Student's Name: _____

Entrance Date: _____

B.A. or B.S. in: _____

From: _____

SCHOOL OF COMMUNICATION REQUIREMENTS
Choose one concentration:

Broadcast OR Sports Media Concentration **27**

Required:

___	COMM	505	Multimedia Storytelling	3
___	COMM	515	Communication Theory	3
___	COMM	518	Comm Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	COMM	593	Applied Mass Communication Research Methods	3
___	MULT	570	Short Documentary	3
___	MULT	528	Multimedia Production	3

Electives: Select 2 (or more depending on waived requirements)

___	BPMM	529	Professional Video Techniques	3
___	BPMM	542	Advanced Television Production	3
___	COMM	517	Global Communication	3
___	COMM	551	Graduate Internship I	3
___	COMM	552	Graduate Internship II	3
___	COMM	595	Special Topics	3
___	JOUR	504	Broadcast News Reporting	3
___	JOUR	517	On Camera Performance	3
___	JOUR	530	TV Anchoring Producing	3
___	MULT	511	Visual Communication Technology	3
___	MULT	516	Technology Mediated Communication	3
___	MULT	550	Web Publishing	3
___	PHOT	501	Digital Photo Editing	3
___	PRAD	513	Social Media Practices	3
___	PRAD	548	Sports Media Marketing	3
___	PRAD	564	Social Media Analytics & SEO	3

Documentary Concentration **27**

Required:

___	COMM	518	Communication Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	COMM	589	Media Entrepreneurship	3
___	COMM	593	Applied Mass Communication Research	3
___	JOUR	510	Investigative Reporting	3
___	JOUR	546	History of Documentary Cinema	3
___	MULT	528	Multimedia Production	3
___	MULT	570	Short Documentary	3
___	PHOT	565	Experimental Video	3

PR/Advertising Concentration **27**

Required:

___	COMM	518	Communication Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	PRAD	521	Writing for Public Relations	3
___	PRAD	531	Advertising/PR Research	3
___	PRAD	537	Principles of PR/Advertising	3

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

___	COMM	515	Communication Theory	3
___	COMM	545	Communication Technology & Culture	3
___	COMM	590	International Media	3
___	COMM	591	Professional Track I	3
___	COMM	592	Professional Track II	3
___	MULT	550	Web Publishing and Editing	3
___	PRAD	513	Social Media	3
___	PRAD	538	Integrated Marketing Communication	3
___	PRAD	539	PR for Nonprofit Organizations	3
___	PRAD	548	Sports Media and Marketing	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

TOTAL CREDITS FOR CONCURRENT DEGREE 54

Program Objectives

MBA/MA Concurrent Degree

1. Advanced Writing Skills: Students will be equipped with the necessary skills to execute professional level writing, editing and oral communication, enabling them to articulate complex ideas clearly and effectively across diverse media platforms and professional contexts.

2. Legal and Ethical Competence: Students will exhibit a comprehensive understanding of legal and ethical principles governing communication practices, enabling them to apply these frameworks effectively in professional contexts to navigate complex

3. Research Proficiency Across Communication Contexts: Students will be able to conduct rigorous professional-level across various communication environments, enabling them to produce meaningful insights that enhance both practical applications and academic contributions in the field.

4. Critical Thinking in Communication: Students will demonstrate critical thinking skills that reflect their ability to evaluate and interpret communication strategies, media messages, and audience dynamics, enabling them to make informed decisions and develop innovative solutions to complex communication challenges in a rapidly changing media landscape.