

**MASTER OF ARTS  
COMMUNICATION TECHNOLOGY  
SCHOOL OF COMMUNICATION**

**2021-2022**

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

**COURSE REQUIREMENTS 12**

**Applied Practices Concentration (12)**

**Take two courses from: 6**

COMM	511	Visual Communication Technology	3
PRAD	513	Social Media	3
COMM	516	Technology Mediated Comm	3
COMM	517	Global Communication <b>OR</b>	3
COMM	545	Comm, Technology & Culture	

**Take two courses from: 6**

PHOT	501	Digital Photo Editing <b>OR</b>	3
MULT	528	Multimedia Production	3
GRID	507	Graphic Design II <b>OR</b>	3
MULT	550	Web Publishing and Editing	

**Social Media Concentration (12)**

PRAD	513	Social Media	3
PRAD	522	Social Media Crisis & Strategic Communications	3
PRAD	564	Social Media Analytics & SEO	3
PRAD	573	Social Media Campaigns	3

**ELECTIVES 6**

**Choose one course from:**

BPMM	529	Professional Video Techniques	3
COMM	511	Visual Communication Tech.	3
COMM	516	Technology Mediated Comm.	3
COMM	517	Global Communication	3
COMM	545	Comm. Technology & Culture	3
COMM	595	Special Topics (by approval)	3
COMM	551	Graduate Internship I	3
GRID	507	Graphic Design II	3
GRID	520	Print Graphics	3
GRID	536	Branding & Identity Design	3
MULT	528	Multimedia Production	3
MULT	550	Web Publishing and Editing	3
PHOT	501	Digital Photo Editing	3
PRAD	513	Social Media Practices	3
PRAD	522	Social Media Crisis & Strategic Comm.	3
PRAD	535	Comm. Mngmt. & Campaigns	3
PRAD	538	Integrated Marketing Comm.	3
PRAD	540	Freelance Comm. and Consulting	3
PRAD	564	Social Media Analytics & SEO	3
PRAD	548	Sports Media and Marketing	3

**THESIS OR PROFESSIONAL TRACK REQUIREMENT 6**

COMM	597	Thesis I	3
COMM	598	Thesis II	3

**OR**

**Complete the following two courses:**

COMM	591	Professional Track I	3
COMM	592	Professional Track II	3

# Program Objectives

## Master of Arts in Communication Technology

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

1. Analyze the functions of communication technology and its role in mediating communication processes.
2. Critically evaluate different theoretical perspectives and research strategies/approaches to communication technology.
3. Analyze, compare and contrast existing policies and regulations pertaining to communication 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.