Concentrations:

- Media Management concentration provides a stimulating and challenging environment in which students can learn the principles of effective management from professors who are accomplished both professionally and academically.

- Public Relations concentration accommodates the needs of students who wish to pursue a management-level career at an in-house marketing communication or public relations department or at a public relations or integrated communications agency.

- Reporting/Editing: Journalism Educators concentration caters to those who want to teach high school journalism. By offering hands-on, engaging courses (such as reporting public affairs, computer-assisted reporting, online journalism, legal problems for mass media and design for cybermedia), the program readies students to better prepare their students upon graduation.

- Reporting/Editing: Broadcasting concentration focuses on educating students who want to become reporters or producers of broadcast content. Curriculum covers broadcast documentary, advanced broadcast news and online journalism.

- Reporting/Editing: Magazine concentration is for students who want to become writers, editors or magazine publishers. Curriculum focuses on magazine publishing, feature writing and specialized reporting and design.

- The Reporting/Editing: Newspaper concentration is for students who want to become writers or editors for traditional newspapers and their online units. The curriculum covers reporting public policy, computer-assisted reporting and specialized reporting.

- The Reporting/Editing: Convergence concentration is for students who want to become content providers for traditional and online media companies, across all platforms. This concentration features a combination of elements, including reporting public policy, computer-assisted reporting and design, along with online journalism and collaborative online production.

Fully Offered At:

- Online (Reporting/Editing: Journalism Educators concentration only)
- Kent Campus

Admission Requirements

- Official transcript(s)
- Three letters of recommendation
- GRE scores (may be waived for applicants with significant professional experience, as determined by the graduate studies committee)
- Goal statement and statement of desired concentration
- Résumé or vitae

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 587 TOEFL score (94 on the Internet-based version), minimum 82 MELAB score, minimum 7.0 IELTS score or minimum 65 PTE Academic score. For more information on international admission, visit the Office of Global Education’s admission website. Effective spring 2018.

For more information about graduate admissions, please visit the Graduate Studies website.

Program Learning Outcomes

Graduates of this program will be able to:

1. Communicate effectively across multiple platforms.
2. Demonstrate an understanding of relevant ethical and legal frameworks in their disciplines.
3. Ground their professional work in relevant theories.
4. Represent high levels of professionalism.

Program Requirements

Major Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 60000</td>
<td>INTRODUCTION TO GRADUATE STUDIES IN JOURNALISM AND MASS COMMUNICATION</td>
</tr>
<tr>
<td>JMC 60001</td>
<td>THEORY OF MASS COMMUNICATION</td>
</tr>
<tr>
<td>JMC 60002</td>
<td>LEGAL PROBLEMS IN MASS COMMUNICATION</td>
</tr>
<tr>
<td>JMC 60003</td>
<td>ETHICS OF MASS COMMUNICATION</td>
</tr>
<tr>
<td>JMC 60007</td>
<td>RESEARCH METHODS IN MASS COMMUNICATION</td>
</tr>
</tbody>
</table>

Culminating Experience, choose from the following:

- JMC 60199  THESIS I
- JMC 60396  MASTER’S PROFESSIONAL PROJECT

and coursework from concentration

Concentrations

Choose from the following:

- Media Management
- Public Relations
- Reporting/Editing - Broadcast
- Reporting/Editing - Convergence
- Reporting/Editing - Journalism Educators
Students declared in the Public Relations concentration may take JMC 68000 in place of JMC 60001.
Students declared in the Public Relations concentration may take JMC 50016 in place of JMC 60002.
Students declared in the Public Relations concentration may take JMC 68006 in place of JMC 60003.
Students declared in the Public Relations concentration may take JMC 68008 in place of JMC 60007.
Students who select JMC 60396 for their culminating experience must take an additional coursework to meet the minimum credit hours for graduation.

Graduation Requirements
- Minimum 50 percent of coursework must be at the 60000 level and must have JMC course subject.
- Maximum 4 credit hours of workshop courses (xxx93) may count toward the degree.

Media Management Concentration Requirements
[CI-MA-JMC-MEDM]

<table>
<thead>
<tr>
<th>Concentration Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 50015 MEDIA MARKETPLACE</td>
</tr>
<tr>
<td>JMC 60015 ADVANCED MEDIA MANAGEMENT</td>
</tr>
<tr>
<td>Management/Marketing Elective, choose from the following:</td>
</tr>
<tr>
<td>JMC 60195 SPECIAL TOPICS SEMINAR</td>
</tr>
<tr>
<td>JMC 68001 PUBLIC RELATIONS MANAGEMENT</td>
</tr>
<tr>
<td>Marketing Upper-Division Course (MKTG 50000 or 60000 level)</td>
</tr>
<tr>
<td>Media Management Electives, choose from the following:</td>
</tr>
<tr>
<td>JMC 66092 INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION</td>
</tr>
<tr>
<td>Other electives in relevant discipline areas approved by a student’s advisor</td>
</tr>
</tbody>
</table>

Minimum Total Credit Hours: 15

1 For JMC 60195, students should see advisor for appropriate topic(s).
2 Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

Public Relations Concentration Requirements
[CI-MA-JMC-PR]

<table>
<thead>
<tr>
<th>Concentration Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 68001 PUBLIC RELATIONS MANAGEMENT</td>
</tr>
<tr>
<td>Public Relations Electives, choose from the following:</td>
</tr>
<tr>
<td>JMC 58001 MEDIA RELATIONS AND PUBLICITY</td>
</tr>
<tr>
<td>JMC 58003 DIGITAL PUBLIC RELATIONS</td>
</tr>
<tr>
<td>JMC 66092 INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION</td>
</tr>
<tr>
<td>JMC 68004 SOCIAL MEDIA AND PUBLIC RELATIONS</td>
</tr>
<tr>
<td>JMC 68005 STRATEGIC WRITING AND MESSAGING IN PUBLIC RELATIONS</td>
</tr>
<tr>
<td>Other electives in relevant discipline areas approved by a student’s advisor</td>
</tr>
</tbody>
</table>

Minimum Total Credit Hours: 15

1 For JMC 60195, students should see advisor for appropriate topic(s).
2 Internship may be waived if a student has relevant and significant professional experience and approval from faculty.
Professional Prerequisite Courses
The following classes should be taken by students without significant professional news experience as directed by the academic advisor or graduate coordinator. Credit hours for the courses do not count toward the degree program, but the grades do.

- JMC 50002 REPORTING FOR MASS MEDIA 3
- JMC 50003 EDITING FOR MASS MEDIA 3
- VCD 37000 VISUAL DESIGN FOR MEDIA: ADVANCED 3

Reporting/Editing - Journalism Educators Concentration Requirements
[CI-MA-JMC-REJO]

Concentration Requirements
- JMC 50002 REPORTING FOR MASS MEDIA 3
- JMC 50015 MEDIA MARKETPLACE 3
- JMC 60195 SPECIAL TOPICS SEMINAR 3

Journalism Educators Electives, choose from the following:
- JMC 56006 EDITORIAL WRITING 3
- JMC 67076 TEACHING BROADCAST JOURNALISM 3
- JMC 67079 TEACHING PHOTO EDITING 3
- JMC 67083 TEACHING NEWS DESIGN 3
- JMC 67085 TEACHING PHOTOJOURNALISM 3
- JMC 67087 ADVISING YEARBOOK 3
- JMC 60195 SPECIAL TOPICS SEMINAR 3

Minimum Total Credit Hours: 15

1. For JMC 60195, students should see advisor for appropriate topic(s).

Reporting/Editing - Magazine Concentration Requirements
[CI-MA-JMC-REMA]

Concentration Requirements
- JMC 56016 BUSINESS OF PUBLISHING 3
- JMC 56018 FEATURE WRITING 3
- JMC 60021 LITERARY JOURNALISM 3
  or JMC 66010 SPECIALIZED REPORTING 3
- JMC 66092 INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION 3

Magazine Electives, choose from the following:
- JMC 50004 COMPUTER-ASSISTED REPORTING 3
- JMC 50012 ONLINE JOURNALISM 3
- JMC 56009 REPORTING PUBLIC POLICY 3
- JMC 56020 MAGAZINE DESIGN 3
- JMC 60009 SOCIAL ROLE OF THE MASS MEDIA 3
- JMC 60021 LITERARY JOURNALISM 3
- JMC 66010 SPECIALIZED REPORTING 3

Other electives in relevant discipline areas approved by a student’s advisor

Minimum Total Credit Hours: 19

1. Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

Professional Prerequisite Courses
The following classes should be taken by students without significant professional news experience as directed by the academic advisor or graduate coordinator. Credit hours for the courses do not count toward the degree program, but the grades do.

- JMC 22002 VIDEOGRAPHY BASICS 1
- JMC 50003 EDITING FOR MASS MEDIA 3
- VCD 37000 VISUAL DESIGN FOR MEDIA: ADVANCED 3