JOURNALISM AND MASS COMMUNICATIONS, M.M.C. WITH GCIT NCCU

Degree Requirements (30 Hours)

To earn the M.M.C. degree, a student must successfully complete the following:

Core Courses (12 Hours)

Course	Title	Credits
JOUR 701	Research Methods in Mass Communication	3
JOUR 706	Media Law (required for Multimedia Journalism Concentration)	3
or JOUR 599	Advanced Special Topics	
or JOUR 790	Topics in Mass Communication	
JOUR 762	Issues in Mass Communication Management	3
JOUR 777	Practicum in Mass Communications Management	3
Total Credit Hours		**12**

Select One of the Following Concentrations (18 Hours)

Multimedia Journalism Concentration

Course	Title	Credits
JOUR 501	Freedom, Responsibility, and Ethics of the Mass Media	3
or JOUR 712	Media, Ethics, and Social Change	
JOUR 574	Data Journalism	3
JOUR 750	Foundations of Multimedia Journalism	3
Select three elective courses from the following:		9
JOUR 563	Public/Civic Journalism	
JOUR 576	Reporting Public Affairs	
JOUR 579	Broadcast Announcing	
JOUR 599	Advanced Special Topics	
JOUR 704	Editorial Interpretation, Policy, and Management	
JOUR 707	Contemporary Issues in Mass Communication	
JOUR 720	History of Mass Media	
JOUR 730	Literary Aspects of Journalism and Mass Communication	
JOUR 740	New Technologies and the Mass Media	
JOUR 746	Educational Broadcasting	
JOUR 771	Media Economics	
JOUR 790	Topics in Mass Communication	
Total Credit Hours		**18**

Strategic Communication Management Concentration

Course	Title	Credits
JOUR 705	Strategic Communications Principles	3
JOUR 715	Strategic Communications Strategies	3
JOUR 725	Strategic Communications Campaigns	3
or JOUR 775	Strategic Communication for Behavior and Social Change	
Select three elective courses from the following:		9
JOUR 521	Interactive Communication Strategies	
JOUR 599	Advanced Special Topics	
JOUR 703	Corporate Communication	
JOUR 710	Organizational Communication	
JOUR 772	Seminar in Health, Science, and the Media	
JOUR 773	Risk Communication	
JOUR 774	Public Relations Theory	
JOUR 779	Theories of Global Communication	
JOUR 790	Topics in Mass Communication	
Total Credit Hours		**18**