

JOURNALISM AND MASS COMMUNICATIONS, M.M.C.

The M.M.C. emphasizes media management and is designed primarily for those who wish to become professionals in some aspect of mass communications. Students enrolled in the M.M.C. program do not write a thesis but are required to complete a minimum of 36 hours of course work, including a professional practicum experience with a newspaper, magazine, television or radio station, advertising or public relations department or agency, or some other approved mass media-related organization.

Required courses include the basic M.M.C. core and a minimum of 24 hours of directed electives as listed below. Some of the electives are taught in the Moore School of Business.

Learning Outcomes

1. Students will demonstrate an understanding of the principles, processes, strategies, and tactics involved in the profession.
2. Students will produce a substantial analytical paper evaluating their practicum experience according to the core principles, processes and strategies of the profession as well as the essential legal, ethical, managerial and research issues involved in the profession.
3. Students will be able to identify various research designs and data collection methods, and be able to report and interpret research results.
4. Students will be able to discuss the contemporary issues facing media and communication managers.
5. Students will be able to discuss the various areas of media law such as libel, access to information, copyright, free speech, and more.

Admissions Requirements

An applicant for admission to the M.M.C. degree program will be evaluated on a combination of factors: undergraduate grades; English proficiency scores (TOEFL or IELTS if international applicant); resume; recommendations and the written statement of objectives, in which the applicant outlines reasons for seeking a graduate degree in mass communications.

Successful applicants usually present an undergraduate grade average of at least 3.0. The typical graduate student in the program exceeds these standards. However, applicants who are unusually promising in other ways—e.g., they have compiled solid professional experience or have overcome formidable obstacles along the way—have been accepted and have done well. International applicants, in addition to the above, must present a score of at least 90 on the TOEFL exam or 6.5 on IELTS. Those with a degree from an English-speaking institution are eligible for an exemption from this requirement. More information is available in the Academic Programs section of the College of Information and Communications Website.

Degree Requirements (36 Hours)

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

Core Courses (12 Hours)

Required for both Strategic Communication Management and Multimedia Journalism Tracks.

Course	Title	Credits
JOUR 701	Research Methods in Mass Communication	3
JOUR 706	Media Law	3
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 Tracks (24 Hours Minimum)

Strategic Communication Management Track

A minimum of 24 hours from an approved list provided by the school, depending on the student's interests as approved by the student's academic advisor and the associate director for graduate studies.

Multimedia Journalism Track

A minimum of 24 hours from an approved list provided by the school, depending on the student's interests as approved by the student's academic advisor and the associate director for graduate studies.

Comprehensive Examination

Required for both the Strategic Communication Management and Multimedia Journalism Track.

The comprehensive examination consists of a four-hour written examination based on the core courses.