

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.