The School of Journalism and Mass Communication offers many opportunities for media professionals, academic researchers, educators, and recent graduates to expand their education and training within the mass communication field. The courses offered cultivate strong research, analytical, and multimedia skills that prove advantageous to the media professionals as well as to those interested in continuing their education at the doctoral level. Students will broaden their understanding of communication theories and current research and will be prepared for doctoral studies in journalism, mass communication, or related fields. The School also develops students’ critical thinking abilities and practical skills that will enable them to take up media-related positions in the changing global and interactive media environment. It also enables students whose undergraduate major may not have been mass communication to gain a skills and theory base for mass communication careers.

The varied expertise of faculty and diverse backgrounds of both faculty and students provide a healthy learning environment in which participants learn through interaction and discussion. Courses offered in the program address a variety of cutting-edge topics such as online and social media as well as traditional topics such as mass communication theory and research methods. In addition, students select courses from outside the school to supplement their studies.

Our academic curriculum is designed for students who want to learn cutting-edge communication skills and to develop a lifelong commitment to the responsibilities and privileges of being mass communicators in a high-tech, multicultural, global society. The School’s faculty offices, classrooms, Mi lab, media labs, and administrative offices are located in historic Old Main, situated atop Chautauqua hill and overlooking the Texas State campus and the city of San Marcos.

Students who come to study with us have plenty of opportunities to experience hands-on what it’s like to work in media professions. Our school provides professional student-operated media to the campus and community, including The University Star newspaper; KTSW-FM, a 10,500 watt radio station; Bobcat Update, a twice weekly newscast airing on local cable; and Bobcat PRomotions, a student public relations agency serving clients on and off campus.

Learning takes place both inside and outside the classroom. Students can be involved in extra-curricular activities through SJMC-sponsored chapters of the American Advertising Federation, National Broadcasting Society, Society of Professional Journalists, Public Relations Student Society of America, and other groups.

Our students are excellent scholars and competitors in state, regional, and national competitions. The University Star newspaper has received numerous awards from the Society of Professional Journalists organization.

Students from the school hold internships at major media outlets in Texas and throughout the nation, including positions with Scripps Howard, Dow Jones, Chips Quinn, and others.