Master of Arts (M.A.), Major in Mass Communication

Major Program
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 program 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. The program also enables students whose undergraduate major may not have been mass communication to gain a skills and theory base for mass communication careers. The school houses the Center for the Study of Latino Media and Markets which promotes research, conferences, forums, and other activities to enhance the understanding of issues related to the growing Latino media and markets at the national and international levels.

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.

Admission Policy
For information regarding admission application requirements and deadlines, please visit The Graduate College website at http://www.gradcollege.txstate.edu/mcomm.

Facilities
The School of Journalism and Mass Communication is housed in historic Old Main. Situated on top of a hill, Old Main has become the University’s most recognizable symbol. The building houses the campus radio station, faculty offices, smart lecture rooms, television editing facilities, state-of-the-art computer laboratories and a conference room. The office of The University Star, the student newspaper, is located in a building nearby. The Center for the Study of Latino Media and Markets is located in an adjacent building in ASBN 353.

Graduate student assistants are provided office space and resource room facilities. The Alkek Library offers excellent research facilities with its vast collection of books and other audio-visual resources. The library also offers the TexShare facility that allows students to borrow books from several other universities from within the state.

Faculty
The School of Journalism and Mass Communication has 28 full-time and eight part-time faculty, 22 of whom hold terminal degrees. The graduate faculty is active in international, national, regional, and state professional associations and publishes widely in professional and scholarly journals.

Assistantships
Competitive graduate assistantships offered with stipends and waivers of out-of-state tuition are available to qualified applicants. Assistantship responsibilities include teaching mass communication fundamentals, working in supervisory roles at student media outlets, assisting in the school’s computer labs, or assisting faculty with teaching. The application for assistantship may be obtained from the departmental graduate advisor or from the following website: www.masscomm.txstate.edu/degrees-programs/graduate/assistantship.html.

Degree Requirements
The mass communication graduate program offers its students the option of pursuing either a non-thesis track or a thesis track. In general, it is possible for the full-time student to complete the program in an 18-month period. However, most students take at least two years to complete the degree, especially if they are on a thesis track.

All students are required to make a minimum 3.0 GPA in the core classes, a minimum 3.0 GPA in the mass communication electives, and a minimum 3.0 GPA in the cognate/minor areas.

Course Work Requirements

General Option, Non-thesis

Mass Communication Core
- MC 5302 Research Methods in Mass Communication 3
- MC 5303 Theories of Mass Communication 3
- MC 5316 Digital Media Issues 3

Mass Communication Electives
Choose 27 hours in consultation with graduate advisor 27

Total Hours 36

Concentration Option, Non-thesis

Mass Communication Core
- MC 5302 Research Methods in Mass Communication 3
- MC 5303 Theories of Mass Communication 3
- MC 5316 Digital Media Issues 3

Mass Communication Electives
Choose 18 hours in consultation with graduate advisor 18

Concentration Course Work 1
Take the appropriate courses per concentration (see below) 9

Total Hours 36

1 Concentrations include: digital media, global media, Latinos and media, or strategic communication. See tables below for course work requirements within each concentration.

General Option, Thesis

Mass Communication Core
- MC 5302 Research Methods in Mass Communication 3
- MC 5303 Theories of Mass Communication 3
- MC 5316 Digital Media Issues 3

Mass Communication Electives

- Choose 18 hours in consultation with graduate advisor 18

Concentration Course Work
Take the appropriate courses per concentration (see below) 9

Total Hours 36
Choose 18 hours in consultation with graduate advisor 18

**Thesis Courses**

Choose a minimum 6 hours 6
- MC 5199B Thesis
- MC 5299B Thesis
- MC 5399A Thesis
- MC 5399B Thesis
- MC 5599B Thesis
- MC 5999B Thesis

**Total Hours** 33

**Concentration Option, Thesis**

**Mass Communication Core**
- MC 5302 Research Methods in Mass Communication 3
- MC 5303 Theories of Mass Communication 3
- MC 5316 Digital Media Issues 3

**Mass Communication Electives**

Choose 9 hours in consultation with graduate advisor 9

**Concentration Course Work 1**

Take the appropriate courses per concentration 9

**Thesis Course Work**

Choose a minimum 6 hours 6
- MC 5199B Thesis
- MC 5299B Thesis
- MC 5399A Thesis
- MC 5399B Thesis
- MC 5599B Thesis
- MC 5999B Thesis

**Total Hours** 33

1 Concentrations include: digital media, global media, Latinos and media, or strategic communication. See tables below for course work requirements within each concentration.

The thesis will consist of original research that contributes to the body of knowledge in mass communication—a scholarly presentation of information about mass communication processes and systems. The thesis is a scholarly study of communication behavior, the purpose of which is to broaden understanding of what mass media communicators do through what media channels, how they do it, and with what effects. It may be quantitative, relying upon an experimental design, content analysis, survey data or another appropriate approach, or it may be qualitative, relying upon historical research or another appropriate methodology.

**Optional Elective Courses**

All students have the option of taking a maximum of six hours of electives outside the area of mass communication with the graduate advisor’s approval. These courses need to support their special research or career-related needs and interests.

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**Concentration Course Work Requirements**

Students may choose to opt for digital media, global media, Latinos and media, or strategic communication concentrations.

- Students may declare one concentration only.
- Students do not have to declare a concentration if they do not wish to.
- Some courses are not offered each term.
- Some courses may also be offered at the Round Rock campus.
- Students must plan their program in consultation with the graduate advisor.

**Strategic Communication**

Select at least one of the following: 3
- MC 5308 Seminar in Advertising and Public Relations
- MC 5322 International Advertising and Public Relations Issues
- MC 5326 Strategic Communication Campaigns

Select at least one of the following: 3
- MC 5304T Health Communication Campaigns
- MC 5310 International Communication Issues
- MC 5314 Strategies in Media Management
- MC 5315 Creative Problem Solving in Mass Communication
- MC 5324 Media Writing
- MC 5325 Music Marketing
- MC 5327 Music Marketing

**Digital Media**

Select three of the following: 9
- MC 5301 Mass Media and Society
- MC 5312 Online Media Design
- MC 5317 Advanced Online Media
- MC 5324 Media Writing
- MC 5304R Digital Video Production

**Global Media**

Select at least three of the following: 9
- MC 5310 International Communication Issues
- MC 5304X Media Systems in Latin America
- MC 5322 International Advertising and Public Relations Issues
- MC 5330 Internship in Mass Communication (Consent of graduate advisor needed) 1

**Study Abroad (Consent of graduate advisor needed)**

One graduate level, three hour course with international content outside the department (Consent of graduate advisor needed)

1 In an international/multinational company in the U.S. or in a company abroad.

**Latinos and Media**

Select two of the following: 6
- MC 5321 Latinos and Media
- MC 5310 International Communication Issues
- MC 5304X Media Systems in Latin America
- MC 5322 International Advertising and Public Relations Issues
- MC 5330 Internship in Mass Communication (Consent of graduate advisor needed) 1

**Optional Elective Courses**

All students have the option of taking a maximum of six hours of electives outside the area of mass communication with the graduate advisor’s approval. These courses need to support their special research or career-related needs and interests.
If a student elects to follow the thesis option for the degree, a committee to direct the written thesis will be established. The thesis must demonstrate the student’s capability for research and independent thought. Preparation of the thesis must be in conformity with the Graduate College Guide to Preparing and Submitting a Thesis or Dissertation. The thesis handbook may be accessed at http://www.gradcollege.txstate.edu/docs/Thesis_Diss_Guide.pdf.

Thesis Proposal

The student must submit an official Master's Thesis Proposal form to their thesis committee. The required thesis proposal form may be obtained from The Graduate College at http://www.gradcollege.txstate.edu/gcforms.html. After signing the form and obtaining committee members’ signatures, graduate advisor’s signature (if required by the program), and the department chair’s signature, the student must submit the thesis proposal form with one copy of the proposal attached to the dean of The Graduate College for approval before proceeding with research on the thesis. If the thesis research involves human subjects, the student must obtain exemption or approval from the Texas State Institutional Review Board prior to submitting the proposal form to The Graduate College. If the thesis research involves vertebrate animals, the proposal form must include the Texas State IACUC approval code. It is recommended the thesis proposal form be submitted to the dean of The Graduate College by the end of the student’s enrollment in 5399A.

Thesis Committee

The thesis committee must be composed of a minimum of three approved graduate faculty members.

Thesis Enrollment and Credit

The completion of a minimum of six hours of thesis enrollment is required. Enrollment for the thesis will be in course number 5399A for a student’s initial thesis enrollment and a thesis B course for each subsequent thesis enrollment in the field in which the subject matter of the thesis falls, e.g., ENG 5399A, ENG 5199B, ENG 5299B, ENG 5399B, ENG 5599B, and ENG 5999B. Preliminary discussions regarding the selection of a topic and assignment to a research supervisor will not require enrollment for the thesis course.

A student will be required to enroll in and pay the fee for at least one hour of the thesis course during any term in which the student will receive thesis supervision or guidance and/or in which the student is using university resources. Failure to register for the thesis course during a term in which supervision is received may result in postponement of graduation. After initial enrollment in 5399A, the student will continue to enroll in a thesis B course as long as it takes to complete the thesis. In the rare case when a student has not previously enrolled in thesis and plans to work on and complete the thesis in one term, the student will enroll in both 5399A and 5399B. The only grades assigned for thesis courses are PR (progress), CR (credit), W (withdraw), and F (failing). If acceptable progress is not being made in a thesis course, the instructor may issue a grade of F. If the student is making acceptable progress, a grade of PR is assigned until the thesis is completed. The minimum number of hours of thesis credit ("CR") will be awarded only after the thesis is filed in the Alkek Library and the librarian has electronically returned the thesis card to the office of The Graduate College.

A student who has selected the thesis option must be registered for the thesis course during the term or Summer I (during summer the thesis course runs ten weeks for both sessions) in which the degree will be conferred.

Fee Reduction

A master's degree candidate for graduation may be eligible for a one-time fee reduction under V.T.C.A. Education Code, Section 54.054. Please refer to the section titled Fee Reduction in the Additional Fees and Expenses chapter of this catalog for more information.

Thesis Deadlines and Approval Process

Thesis deadlines are posted at the following web page: http://www.gradcollege.txstate.edu/Thes-Diss_Info/T_D_Deadlines.html. The completed thesis must be submitted to the chair of the thesis committee no later than 41 days before the date of the commencement at which the degree is to be conferred.

The following must be submitted to the office of The Graduate College no later than 24 days, not counting weekends or holidays, before the date of commencement at which the degree is to be conferred (see The Graduate College webpage for specific deadlines):

1. The Thesis/Dissertation Committee Approval form bearing original signatures of the student and all committee members.
2. One (1) copy of the thesis in final form, approved by all committee members, on standard paper (Hard-copy Submission Option) or PDF of the thesis in final form, approved by all committee members, uploaded in the on-line Vireo submission system (Vireo On-line Submission Option).

After the dean of The Graduate College approves the thesis, the process is as follows:

1. For the Vireo On-line Submission Option:
   a. No copies are required to be submitted to the Alkek Library. However, Alkek will bind copies submitted that the student wants bound for personal use. Personal copies are not required to be printed on archival quality paper. The student will take the personal copies to the Alkek Library and pay the binding fee for personal copies.

Master's level courses in Mass Communications: MC
Courses Offered

Mass Communication (MC)

MC 5155. Teaching Techniques in Mass Communication. Required of, and open only to, graduate teaching and instructional assistants as a condition of employment. This course provides training and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. Graded on a credit (CR), no-credit (F) basis.

1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships about Teaching Techniques in Mass Communication

MC 5199B. Thesis. This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC5399A and completed course work.

1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit about Thesis

MC 5255. Teaching Techniques in Mass Communication. Required of, and open only to, graduate teaching and instructional assistants as a condition of employment. This course provides training and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. Graded on a credit (CR), no-credit (F) basis.

2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships about Teaching Techniques in Mass Communication

MC 5299B. Thesis. This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC5399A and completed course work.

2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit about Thesis

MC 5301. Mass Media and Society. A seminar devoted to analysis and discussion of significant contemporary issues in mass communication, including a study of the history of the development of mass communication media.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter about Mass Media and Society

MC 5302. Research Methods in Mass Communication. Investigation of the tools and techniques of both qualitative and quantitative research methods used in the study of mass communication, including surveys, content analysis, experimental designs and case studies.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter about Research Methods in Mass Communication

MC 5303. Theories of Mass Communication. Examination of the literature of mass communication theory and discussion of theoretical approaches and models.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter about Theories of Mass Communication

MC 5304R. Digital Video Production. This course is designed for the novice student with emphasis on pre- and post- digital video production activities from research to final project. The course involves discussion, development and analysis of digital videos and their applications. Students will explore techniques used in writing and producing short digital videos.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Digital Video Production

MC 5304T. Health Communication Campaigns. Provides an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. Examines persuasive approaches to behavioral change as well as audience, message and channel factors in health-campaign development. Emphasizes communication approaches, including mass media, social networking and new media.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Health Communication Campaigns

MC 5304W. Web Content Management Systems. Web Content Management Systems. (0-3) Students in this class will develop advanced Web building skills. Specifically, students will be introduced to various Web Content Management Systems and taught how to use these applications to manage content and build Web sites efficiently. Prerequisite or corequisite: MC 5312 or consent of instructor.

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Web Content Management Systems

MC 5305R. Digital Video Production. This course is designed for the novice student with emphasis on pre- and post- digital video production activities from research to final project. The course involves discussion, development and analysis of digital videos and their applications. Students will explore techniques used in writing and producing short digital videos.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Digital Video Production

MC 5305T. Health Communication Campaigns. Provides an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. Examines persuasive approaches to behavioral change as well as audience, message and channel factors in health-campaign development. Emphasizes communication approaches, including mass media, social networking and new media.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Health Communication Campaigns

MC 5305W. Web Content Management Systems. Web Content Management Systems. (0-3) Students in this class will develop advanced Web building skills. Specifically, students will be introduced to various Web Content Management Systems and taught how to use these applications to manage content and build Web sites efficiently. Prerequisite or corequisite: MC 5312 or consent of instructor.

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter about Web Content Management Systems
MC 5304X. Media Systems in Latin America.
This course will examine media systems within their historical, political and economic contexts in Latin America. Media markets in Latin America and their links to Spanish-language and other Latino-oriented media and markets in the U.S. will also be studied.
about Media Systems in Latin America

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Media Systems in Latin America

MC 5304Y. Feature Writing.
This course provides an in-depth understanding of the technical expertise, research methods, interviewing skills and narrative techniques pertinent to feature writing. The course also explores how to target a feature story to a specific audience and how to submit feature stories for publication to newspapers and magazines, print and online.
about Feature Writing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Feature Writing

MC 5304Z. SXTXState Project.
This course involves coverage of the South By Southwest Interactive Conference. Students apply and are selected for the project. Students prepare for the event, attend panels, interview participants and maintain the website and social media. Restricted to Mass Communication Graduate Students. Prerequisite: MC 5312 or consent of instructor.
about SXTXState Project

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about SXTXState Project

MC 5306A. Digital Media Entrepreneurship.
This course will explore innovation and creativity associated with digital entrepreneurship. Through a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. Restricted to Digital Media Entrepreneurship

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Digital Media Entrepreneurship

MC 5307. Project.
A major communication effort, the purpose of which is to demonstrate command of the skills necessary to work at advanced levels in mass communication. For example, it may be broadcast documentary, advertising or public relations campaign, or a newspaper series.
Prerequisite: Consent of graduate advisor.
about Project

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Project

MC 5308. Seminar in Advertising and Public Relations.
This course analyzes advertising and public relations issues using an integrated communication framework. Students are introduced to the advertising and public relations decision-making process, learn what problems real organizations experience and evaluate how they resolve issues in such areas as client-agency relationships, strategic planning/management, globalization, channel integration, cyber marketing, evaluation, etc.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Seminar in Advertising and Public Relations

MC 5309. Gender, Race, and Class and the Media.
This course takes a theoretical approach to the study of representations of gender, race, and class in the mass media and the lives of the media professionals who belong to marginalized groups. A historical overview will be followed by an in-depth look at current conditions.
about Gender, Race, and Class and the Media

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter
about Gender, Race, and Class and the Media

This course examines the media systems worldwide in different socioeconomic contexts and studies the patterns of international information flow. The course includes theories governing international communication. Students learn how and why communication takes place between different nations and the impact of this communication on individual nations.
about International Communication Issues

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter
about International Communication Issues

MC 5311. Independent Study.
Study of a special interest that offers academic or professional improvement and growth in the field of Mass Communication. May be repeated once with different emphasis for additional credit.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Independent Study

MC 5312. Online Media Design.
This course will instruct students in Web development and design and address the appropriate usage of text, graphics, sound and video on mass communication sites. The class will also address social and theoretical implications of technology, such as the digital divide, cyberlaw, e-commerce, and Web credibility and accessibility.
about Online Media Design

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter
about Online Media Design
MC 5313. Media Law.
Study of laws and regulations as they pertain to media operations and the internal and external codes that guide media behavior.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5314. Strategies in Media Management.
This course offers an analysis and discussion of issues involved in digital and other media ownership and operation, including monopoly and competition, labor relations, human resource management and staffing, the politics of workplace supervision and market relations.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

This class examines the psychology of creativity and its application in mass communication to media management, broadcasting, advertising, and public relations. Students learn a variety of ideation techniques and structured creative problem solving methods to better understand their own creative thinking process, and how to facilitate creative thinking in groups.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5316. Digital Media Issues.
This course will examine the role of digital media, including the Internet, Web and mobile technologies. Issues discussed will include social media and cyberculture research, technology diffusion, data journalism and the effects of digital technologies on society and culture.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5317. Advanced Online Media.
Students will gain advanced skills in multimedia layout and design. Techniques include audio/video editing, Flash development, and database management as practiced in the communication disciplines. Theoretical and practical considerations of emerging technologies to the media industry will be integrated with production techniques. Prerequisite: MC 5312 or consent of instructor.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5318. Media Ethics.
The study of freedom and responsibilities of mass media practitioners and institutions, explored within the framework of ethical theories. Students will learn philosophical constructs as well as contemporary ethics. Consideration of values, codes of ethics, moral development, professionalism, and institutional constraints as applied to media of information, persuasion, and entertainment.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5319. Mass Media and Politics.
The class will review key literature in the area of mass media and politics and engage in original research related to mass media and statewide, congressional and/or presidential elections. Class focus may vary by professor, e.g. Latinos in the United States.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5321. Latinos and Media.
An immersion into the study of Latinos, their representations in media, and media oriented to Latinos. The course will require students to engage in in-depth research about Latinos and media issues.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

This course examines multinational advertising and public relations organizations and how they function in a global marketplace. Students learn how these organizations serve specific client needs in increasingly complex societies and cultures.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

This course examines current theoretical and professional issues in mass communication. This course may be repeated once with a different emphasis for credit.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 5324. Media Writing.
This course is designed to impart media writing skills. Students will learn information gathering and interviewing skills, and narrative techniques pertinent to different mass media. Emphasis may vary. This course may be repeated with different emphasis.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
MC 5325. Music Marketing.
This course integrates all areas of marketing management and relates media and marketing activities to the other functional areas of the music business, including music publishing, live entertainment, recording companies, and production. Strategic planning and analytical procedures for marketing managerial decisions and their relation with the media will be emphasized.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5326. Strategic Communication Campaigns.
A comprehensive study of strategic communication campaign planning with emphasis on public relations and advertising. Students will combine theory and practice to develop, coordinate and evaluate advertising/public relations campaigns for key audiences. Prerequisite: MC5308 or consent of instructor.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

This course examines the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in digital mass media. Students will learn about media influences on their perceptions of reality and their behavior, the elements of visual literacy, and multicultural and global perspectives in visual media.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5330. Internship in Mass Communication.
Students acquire on-the-job experience in an off-campus media setting where they can apply the skills and knowledge acquired through mass communication graduate course work. Requires 180 hours of work off-campus, a written report, and portfolio of work product. Graded on a credit (CR), no credit (F) basis. Prerequisite: Consent of the graduate advisor and internship coordinator.

3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.
Grade Mode: Credit/No Credit

This course may be taken only to fulfill mass communication background requirements. Students will acquire knowledge of mass communication necessary for advanced studies. This course does not earn graduate degree credit. Repeatable with different emphasis. Prerequisites: Mass Communication major status and consent of graduate advisor.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from Graduate GPA|Leveling
Grade Mode: Leveling/Assistantships

MC 5352. Editing for Clear Communication.
The course explores the role of editors in gate keeping and how writing varies by audience and medium. Designed to teach students how to edit using Associated Press style while focusing on accuracy, organization, language, logic, style, and meaning. This course does not earn graduate degree credit. Repeatable with different emphasis. Prerequisites: Mass Communication major status and consent of graduate advisor.

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from Graduate GPA|Lab Required|Leveling
Grade Mode: Leveling/Assistantships

MC 5353. History of Mass Media.
Students will examine the growth and role of mass media in the United States from 1690 to the present in the context of the nation's history. This course does not earn graduate degree credit. Repeatable with different emphasis. Prerequisites: Mass Communication major status and consent of graduate advisor.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from Graduate GPA|Leveling
Grade Mode: Leveling/Assistantships

MC 5399A. Thesis.
A scholarly study of communication behavior, the purpose of which is to broaden understanding of what mass media do, how they do it, and with what effects. It may be quantitative, historical or rely upon another appropriate methodology. No thesis credit is awarded until student has completed the thesis in MC 5399B. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: Completed course work.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MC 5399B. Thesis.
This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC5399A and completed course work.

3 Credit Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MC 5599A. Thesis.
This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: Completed course work.

5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit
MC 5999B. Thesis.
This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis.
Prerequisite: MC5399A and completed course work.

Grade Mode: Credit/No Credit

9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.