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.

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 (http://www.masscomm.txstate.edu/degrees-programs/graduate/assistantship.html).

Application Requirements
The items listed below are required for admission consideration for applicable semesters of entry during the 2017-2018 academic year. Submission instructions, additional details, and changes to admission requirements for semesters other than the 2017-2018 academic year can be found on the program’s web page (http://gradcollege.txstate.edu/programs). International students should review the International Admission Documents (http://mycatalog.txstate.edu/graduate/admission-documents/international) section of the catalog for additional requirements.

- completed online ApplyTexas application
- $40 nonrefundable application fee
- $50 nonrefundable international evaluation fee (if applicable)
- baccalaureate degree in mass communication or journalism from a regionally accredited university*
- official transcripts required from each institution where course credit was granted
- minimum 3.0 GPA in your last 60 hours of undergraduate course work (plus any completed graduate courses)
- official GRE scores required with a preferred minimum of 303 with no less than 153 in the verbal section, 150 in the quantitative section, and 4.5 in the analytical writing section
  - The GRE may be waived if you hold a master’s or doctoral degree from a regionally accredited U.S. institution. If you hold a master’s or doctoral degree (or the equivalent thereof) from an accredited international institution, the GRE may be waived on an individual basis.
- resume/CV
- statement of purpose
- two letters of recommendation

TOEFL or IELTS Scores
Non-native English speakers who do not qualify for an English proficiency waiver:

- official TOEFL iBT scores required with a 100 overall
- official IELTS (academic) scores required with a 7.0 overall and
  - minimum individual module scores of 6.5

This program does not offer admission if the scores above are not met.

*Additional Information
You may be required to complete 9-12 hours of leveling course work if you lack sufficient background courses. Any required leveling course work must be completed with grades of B or better.

**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 Requirements**

**General Option, Non-thesis**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 5302</td>
<td>Research Methods in Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>MC 5303</td>
<td>Theories of Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>MC 5316</td>
<td>Digital Media Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Choose 27 hours in consultation with graduate advisor

Total Hours 36

**Concentration Option, Non-thesis**

<table>
<thead>
<tr>
<th>Course</th>
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</tr>
</thead>
<tbody>
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<td>3</td>
</tr>
<tr>
<td>MC 5316</td>
<td>Digital Media Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Choose 18 hours in consultation with graduate advisor

Total Hours 36

Concentration 1

Take the appropriate courses per concentration

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**

<table>
<thead>
<tr>
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<tbody>
<tr>
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</tr>
<tr>
<td>MC 5316</td>
<td>Digital Media Issues</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Choose 18 hours in consultation with graduate advisor

Total Hours 36

**Thesis**

Choose a minimum 6 hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 5199B</td>
<td>Thesis</td>
<td></td>
</tr>
<tr>
<td>MC 5299B</td>
<td>Thesis</td>
<td></td>
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<tr>
<td>MC 5399A</td>
<td>Thesis</td>
<td></td>
</tr>
<tr>
<td>MC 5399B</td>
<td>Thesis</td>
<td></td>
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<tr>
<td>MC 5599B</td>
<td>Thesis</td>
<td></td>
</tr>
<tr>
<td>MC 5999B</td>
<td>Thesis</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 33

1 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.

**Concentration 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 Concentration**

Select at least one of the following:

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MC 5302</td>
<td>Seminar in Advertising and Public Relations</td>
</tr>
<tr>
<td>MC 5302</td>
<td>Seminar in Advertising and Public Relations</td>
</tr>
</tbody>
</table>
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
Mass Communication Elective 3

Digital Media Concentration
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

Global Media Concentration
MC 5310 International Communication Issues 3
Select at least two of the following: 6
MC 5301 Mass Media and Society
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 Concentration
MC 5321 Latinos and Media 3
Select two of the following: 6
MC 5310 International Communication Issues
MC 5319 Mass Media and Politics
MC 5325 Music Marketing

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 student must submit an official Thesis Proposal Form (http://www.gradcollege.txstate.edu/forms.html) and proposal to his or her thesis committee. Thesis proposals vary by department and discipline. Please see your department for proposal guidelines and requirements.

After signing the form and obtaining committee members’ signatures, the 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 that the thesis proposal form be submitted to the dean of The Graduate College by the end of the student’s enrollment in 5399A. Failure to submit the thesis proposal in a timely fashion may result in delayed graduation.

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. For a student’s initial thesis course enrollment, the student will need to register for thesis course number 5399A. After that, the student will enroll in thesis B courses in their field, e.g., ENG 5399A, ENG 5199B, ENG 5299B, ENG 5399B, ENG 5599B, and ENG 5999B, in each subsequent semester until the thesis is defended with the department and approved by The Graduate College. 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 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 (withdrew), 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 has been both approved by The Graduate College and released to Alkek Library.

A student who has selected the thesis option must be registered for the thesis course during the term or Summer I (during the 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 on The Graduate College (http://www.gradcollege.txstate.edu) website under "Current Students." The completed thesis must be submitted to the chair of the thesis committee or before the deadlines listed on The Graduate College website.

The following must be submitted to The Graduate College by the thesis deadline listed on The Graduate College website:

1. The Thesis Submission Approval Form bearing original (wet) and/or electronic signatures of the student and all committee members.
2. One (1) PDF of the thesis in final form, approved by all committee members, uploaded in the online Vireo submission system.

After the dean of The Graduate College approves the thesis, Alkek Library will harvest the document from the Vireo submission system for publishing in the Digital Collections database (according to the student’s embargo selection). NOTE: MFA theses will have a permanent embargo and will never be published to Digital Collections.

While original (wet) signatures are preferred, there may be situations as determined by the chair of the committee in which obtaining original signatures is inefficient or has the potential to delay the student’s progress. In those situations, the following methods of signing are acceptable:

- signing and faxing the form
- signing, scanning, and emailing the form
- notifying the department in an email from their university’s or institution’s email account that the committee chair can sign the form on their behalf
- electronically signing the form using the university’s licensed signature platform.

Scanned, faxed, or email communications must be submitted to The Graduate College together with the form containing original signatures.

No copies are required to be submitted to Alkek Library. However, the library 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 Alkek Library and pay the binding fee for personal copies.

Master’s level courses in Mass Communications: MC

Courses Offered

Mass Communication (MC)

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

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: MC 5399A and completed course work
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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

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: MC 5399A and completed course work
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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

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

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

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
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

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

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

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 Mass Communication Graduate Students
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 5306B. The Psychology of Social Media.
This course reviews social cognitive theories and research about the way social media users both produce and consume social media messages. It will examine clinical psychological and psychiatric effects that take place among social media users who do not have a clinical diagnosis
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 5306C. Code Camp I.
Students are immersed in programming concepts relevant to communicators. Students will practice document object model manipulation using JavaScript and JQuery to create interactive Web projects. Prerequisite: MC5312 with a letter grade of B or higher. Corequisite: MC 5304D
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 5306D. Code Camp II.
Students are immersed in data and visualization concepts relevant to communicators. Students will create interactive data visualization projects to be presented on the Web. Prerequisite: MC5312 with a letter grade of B or higher. Corequisite: MC 5306C
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

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

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

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

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

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
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
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

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

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

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

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

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
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter

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 ethicists. Consideration of values, codes of ethics, moral development, professionalism, and institutional constraints as applied to media of information, persuasion, and entertainment
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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

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

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

This course examines current theoretical and professional issues in mass communication. This course may be repeated once with a different emphasis for credit
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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

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: MC 5308 or consent of instructor
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Credits</th>
<th>Lecture Hours</th>
<th>Lab Hours</th>
<th>Grade Mode</th>
<th>Leveling</th>
<th>Course Attribute(s)</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 5327</td>
<td>Visual Communication</td>
<td>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.</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>Standard Letter</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td>Communication major status and consent of graduate advisor</td>
</tr>
<tr>
<td>MC 5328</td>
<td>Digital Video Production</td>
<td>This course involves discussion, development, and analysis of documentary video and digital media. Students will explore digital media techniques used in writing and producing features, documentaries, and related programming. It is designed for the novice student with emphasis on pre- and post-production activities from research to final project.</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>Standard Letter</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td>Mass using Associated Press style while focusing on accuracy, organization, and multicultural and global perspectives in visual media</td>
</tr>
<tr>
<td>MC 5329</td>
<td>Media Systems in Latin America</td>
<td>Students will analyze media systems Latin America within their historical, cultural, and political contexts. The course provides a comparative perspective of the role of the media within the region, their national markets and international Latino market. Students will ground these investigations with theories of international communication and information flow.</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>Standard Letter</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td>Communication major status and consent of graduate advisor</td>
</tr>
<tr>
<td>MC 5330</td>
<td>Internship in Mass Communication</td>
<td>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</td>
<td>3</td>
<td>0</td>
<td>12</td>
<td>Credit/No Credit</td>
<td>Leveling</td>
<td></td>
<td>Mass Communication major status and consent of graduate advisor</td>
</tr>
<tr>
<td>MC 5350</td>
<td>Foundations of Mass Communication</td>
<td>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</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>Standard Letter</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td></td>
</tr>
<tr>
<td>MC 5352</td>
<td>Editing for Clear Communication</td>
<td>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</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>Leveling</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td></td>
</tr>
<tr>
<td>MC 5353</td>
<td>History of Mass Media</td>
<td>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</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>Standard Letter</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td></td>
</tr>
<tr>
<td>MC 5399A</td>
<td>Thesis</td>
<td>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</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>Credit/No Credit</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td></td>
</tr>
<tr>
<td>MC 5399B</td>
<td>Thesis</td>
<td>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: MC 5399A and completed course work</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>Credit/No Credit</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
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<tr>
<td>MC 5599B</td>
<td>Thesis</td>
<td>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: MC 5399A and completed course work</td>
<td>9</td>
<td>9</td>
<td>0</td>
<td>Credit/No Credit</td>
<td>Leveling</td>
<td>Exclude from Graduate GPA</td>
<td></td>
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