M.A. MAJOR IN MASS COMMUNICATION
(STRATEGIC COMMUNICATION CONCENTRATION
PROFESSIONAL PROJECT OPTION)

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 current academic year. Submission instructions, additional details, and changes to admission requirements for semesters other than the current academic year can be found on The Graduate College's website (http://www.gradcollege.txstate.edu). International students should review the International Admission Documents webpage (http://mycatalog.txstate.edu/graduate/admission-documents/international) 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 including information about educational background, work experience, and extracurricular activities
• statement of purpose (500 words) including academic and professional goals
• two letters of recommendation from individuals competent to assess the student's capacity to pursue graduate education in mass communication. Students who did not major in mass communication as an undergraduate student should submit at least one of the two letters from a professor in the student’s undergraduate major. Students transferring from another institution should submit at least one of the two letters from a professor in the previous institution.

TOEFL or IELTS Scores
Non-native English speakers who do not qualify for an English proficiency waiver.
Comprehensive Examination Requirements

All candidates for graduate degrees must pass one or more comprehensive examinations.

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.
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. 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.
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. 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

Degree Requirements

The Master of Arts (M.A.) degree with a major in Mass Communication concentration in strategic communication requires 36 semester credit hours. All students are required to make a minimum 3.0 GPA in the required courses, a minimum 3.0 GPA in the concentration, and a minimum 3.0 GPA in the electives.

Course Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MC 5302</td>
<td>Research Methods in Mass Communication</td>
<td>3</td>
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<tr>
<td>MC 5303</td>
<td>Theories of Mass Communication</td>
<td>3</td>
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<tr>
<td>MC 5316</td>
<td>Digital Media Issues</td>
<td>3</td>
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<tr>
<td>MC 5308</td>
<td>Seminar in Advertising and Public Relations</td>
<td>3</td>
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<tr>
<td>or MC 5322</td>
<td>International Advertising and Public Relations Issues</td>
<td>3</td>
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<tr>
<td>or MC 5326</td>
<td>Strategic Communication Campaigns</td>
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<td>Choose 6 hours from the following:</td>
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<td>6</td>
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<tr>
<td>MC 5304T</td>
<td>Health Communication Campaigns</td>
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<tr>
<td>MC 5310</td>
<td>International Communication Issues</td>
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<td>MC 5314</td>
<td>Strategies in Media Management</td>
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<td>MC 5315</td>
<td>Creative Problem Solving in Mass Communication</td>
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<td>MC 5324</td>
<td>Media Writing</td>
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<td>Electives</td>
<td>Choose 15 hours from the following:</td>
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<tr>
<td>MC 5304W</td>
<td>Web Content Management Systems</td>
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<td>MC 5304Y</td>
<td>Feature Writing</td>
<td></td>
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<tr>
<td>MC 5306B</td>
<td>The Psychology of Social Media</td>
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<tr>
<td>MC 5309</td>
<td>Gender, Race, and Class and the Media</td>
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<tr>
<td>MC 5311</td>
<td>Independent Study</td>
<td></td>
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<tr>
<td>MC 5318</td>
<td>Media Ethics</td>
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<td>MC 5319</td>
<td>Mass Media and Politics</td>
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<td>MC 5321</td>
<td>Latinos and Media</td>
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<td>MC 5323</td>
<td>Current Issues in Mass Communication</td>
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<td>MC 5327</td>
<td>Visual Communication</td>
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<td>MC 5328</td>
<td>Digital Video Production</td>
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<td>MC 5329</td>
<td>Media Systems in Latin America</td>
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<td>MC 5330</td>
<td>Internship in Mass Communication</td>
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<tr>
<td>May choose 6 hours of advisor-approved electives from outside the department</td>
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<tr>
<td>Project</td>
<td>MC 5307 Project</td>
<td>3</td>
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<td>Total Hours</td>
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<td>36</td>
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This program does not offer admission if the scores above are not met.
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 with a grade of "D" or better or consent of instructor.
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Topics or Exclude from 3-peat Processing|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 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 5306G. Crisis Communication Theory and Tactics for the field of Strategic Communication.
The purpose of this course is to examine strategic communication practices throughout the three stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. Corequisites: MC 5302 or MC 5303.
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 5306H. Foundations For Mass Communication Graduate Studies.
This course will familiarize students with the structure of the mass communication discipline, prominent theorists and historical developments, as well as expose them to the process of research and writing in the discipline of mass communication. Corequisites: MC 5302 or MC 5303.
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 5306I. Collecting, Analyzing and Presenting Data.
This course will introduce students to skills for working with data as well as perspectives from which to think critically about the use of data in contemporary society. It will focus on three stages of working with data: collection, analysis and presentation. Corequisite: MC 5302 and MC 5303.
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 5306L. Refugees, Nonprofit Organizations and Strategic Communication.
This course analyzes strategic communication of nonprofit organizations serving refugees and asylum seekers. Students are introduced to organizations that serve these marginalized populations in Texas and to the problems, challenges and opportunities these organizations face. Students will conduct research and produce a project on an issue related to this topic. Corequisite: MC 5302 and MC 5303.
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 5306M. Social Media Strategies, Campaigns and Analytics.
This course will expose students to the principles and strategies behind social media campaigns. It will discuss the interactions, channels, SEO, and social media metrics used to gauge the success of a social media campaign. Students will also examine successful social media case studies. Corequisite: MC 5302 or MC 5303.
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 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 with a grade of "B" or better 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 ethicalists. 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 with a grade of "C" or better 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 5328. Digital Video Production.
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.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5329. Media Systems in Latin America.
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.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
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. 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

MC 5332. SXTXState Project.
This course involves attendance at and coverage of the South By Southwest Interactive Conference. Students will prepare for the event, attend panels, interview participants and produce digital content about the experience.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5333. Digital Media Entrepreneurship.
This course explores innovation and creativity associated with digital entrepreneurship. Through instruction and a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. Students will research and develop their own digital media products.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5335. Code Camp I.
Students are immersed in programming concepts relevant to communicators. Students will practice document object model manipulation using appropriate software to create interactive Web projects. Prerequisite: MC 5312; A minimum grade of "B" is required in all prerequisites. Corequisite: MC 5336; A minimum grade of "B" is required in all prerequisites.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

MC 5336. Code Camp II.
Students are immersed in data and visualization concepts relevant to communicators. Students will create interactive data visualization projects. Prerequisite: MC5312; A minimum grade of "B" is required in all prerequisites. Corequisite: MC 5335.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter
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. 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. Prerequisite: MC 5399A and completed course work.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MC 5599B. 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. Prerequisite: MC 5399A and 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. Prerequisite: MC 5399A and completed course work.
9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit