

## Program Overview

The School of Journalism and Mass Communication offers an opportunity for media professionals and recent graduates to expand their education and training within the mass communication field by earning a Master of Arts (M.A.) degree.

The program is geared toward working professionals with or without a background in mass communication.

Students in the M.A. program take a variety of skills-based and theory courses. The curriculum provides students with the digital and analytic skills needed for the field of mass communication.

Students complete an 18-hour core as well as electives and 6 hours of thesis credits. Students write an academic thesis to graduate. Core courses focus on media writing, digital storytelling, law/ethics, digital media issues, mass communication, theory and research. Electives address a variety of topics such as: human-computer interaction, web design, media design, content management, strategic communication campaigns and crisis communication. Students can earn internship credit and also have the opportunity to study abroad.

Courses are offered face-to-face in the evening, online, or via a hybrid teaching model because a large percentage of students enrolled are working professionals.

## Facilities

The Schools' faculty offices, classrooms, Milab, media labs, and administrative offices are located in historic Old Main.

## Financial Assistance

Graduate assistantships are offered with competitive stipends. Having a graduate assistantship also provides an out-of-state tuition waiver. Most assistantships are assigned in May for the fall term, but assistantships may be available for students in the spring.

The School offers limited scholarships for currently enrolled students. Also, the College of Fine Arts and Communication and The Graduate College provide a variety of scholarships for new and returning graduate students. See the various web sites for details.

## Application Requirements

Application requirements consist of institutional and program requirements for applicable semesters of entry during the current academic year. Additional information 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/>).

Unless otherwise noted on The Graduate College program page, AI tools can only be used to correct spelling and grammar errors in application materials.

## Institutional Requirements

Institutional requirements are the minimum standards for admission to any graduate program at Texas State. These include:

- Completed online application
- Nonrefundable application fee

- Degree Programs (Doctoral and Master's)
  - \$55 fee, or
  - \$90 for applications with international credentials
- Post-Baccalaureate Programs (Certificate, Certification, Non-Degree, and Visiting)
  - \$20 fee, or
  - \$60 for applications with international credentials
- Official transcripts from each institution where course credit was granted. Final transcripts showing degree completion are required before the student may register for their second term of enrollment.
- GPA requirements (a higher GPA may be listed in the Program Requirements)
  - Doctoral programs require a 3.00 overall GPA or a 3.00 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
  - Master's and Specialist programs require a 2.75 overall GPA or a 2.75 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
  - Post-Baccalaureate programs require a 2.50 overall GPA or a 2.50 GPA in your last 60 hours (<https://www.gradcollege.txst.edu/admissions/policy.html#gpa>) of undergraduate course work (plus any completed graduate courses).
- Baccalaureate degree from a regionally accredited university. (Non-U.S. degrees must be equivalent to a four-year U.S. Bachelor's degree. In most cases, three-year degrees are not considered. Visit our International FAQs (<https://www.gradcollege.txst.edu/international/faqs.html>) for more information.)

## Approved English Proficiency Exam Scores

Applicants are required to submit an approved English proficiency exam score that meets the minimum requirements below unless they have earned a bachelor's degree or higher from a regionally accredited U.S. institution or the equivalent from a country on our exempt countries list (<http://www.gradcollege.txstate.edu/international/language.html#wavier>). Some programs may restrict acceptable tests or require higher scores than the institutional scores; this will be noted in the Program Requirements.

- official TOEFL iBT scores required with a 78 overall if taken on or before January 21, 2026
- official TOEFL iBT scores required with a 4 overall if taken after January 21, 2026
- official PTE scores required with a 52 overall
- official IELTS (academic) scores required with a 6.5 overall and minimum individual module scores of 6.0
- official Duolingo scores required with a 110 overall
- official TOEFL Essentials scores required with an 8.5 overall
- official Texas State Intensive English Program score of 90% or higher in the highest-level course (level 5)

The institution does **not** offer admission if the scores above are not met.

- completed online application
- \$55 nonrefundable application fee

or

- \$90 nonrefundable application fee for applications with international credentials
- baccalaureate degree from a regionally accredited university (Non-U.S. degrees must be equivalent to a four-year U.S. Bachelor's degree. In most cases, three-year degrees are not considered. Visit our International FAQs (<https://www.gradcollege.txst.edu/international/faqs.html>) for more information.)
- official transcripts from **each institution** where course credit was granted
- 2.75 overall GPA or 2.75 GPA in the last 60 hours of undergraduate course work (plus any completed graduate courses)
- GRE not required
- resume/CV including information about educational background, work experience, and extracurricular activities
- statement of purpose including a professional narrative discussing how the skills learned in the curriculum featured in the M.A. program will be applied in current or future careers. The statement should be no longer than 500 words in length.
- 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 graduating from another institution should submit at least one of the two letters from a professor in the previous institution.

### Approved English Proficiency Exam Scores

Applicants are required to submit an approved English proficiency exam score that meets the minimum program requirements below unless they have earned a bachelor's degree or higher from a regionally accredited U.S. institution or the equivalent from a country on our exempt countries list (<http://www.gradcollege.txstate.edu/international/language.html#waliver>).

- official TOEFL iBT scores required with a 100 overall
- official PTE scores required with a 68 overall
- official IELTS (academic) scores required with a 7.0 overall and minimum individual module scores of 6.5
- [official Duolingo Scores required with a 110 overall](#)
- [official TOEFL Essentials scores required with an 8.5 overall](#)

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

## Degree Requirements

The Master of Arts (M.A.) degree with a major in Digital Media requires 33 semester credit hours, including a thesis. All students are required to make a minimum 3.0 GPA in the required courses and a minimum 3.0 GPA in the electives.

## Course Requirements

Code	Title	Hours
<b>Required Courses</b>		
MC 5302	Research Methods in Mass Communication	3
MC 5316	Digital Media Issues	3
Advisor may substitute 6 hours of MC coursework.		
MC 5334	Storytelling Across Platforms	3

### Prescribed Electives

Choose 18 hours from the following:		18
MC 5301	Mass Media and Society	
MC 5303	Theories of Mass Communication	
MC 5304T	Health Communication Campaigns	
MC 5306B	The Psychology of Social Media	
MC 5306F	Content Analysis	
MC 5306H	Foundations For Mass Communication Graduate Studies	
MC 5306I	Collecting, Analyzing and Presenting Data	
MC 5306L	Refugees, Nonprofit Organizations and Strategic Communication	
MC 5306M	Social Media Strategies, Campaigns and Analytics	
MC 5306N	Mass Communication History	
MC 5308	Seminar in Strategic Communication	
MC 5309	Gender, Race, and Class in the Media	
MC 5310	Global Media Issues	
MC 5311	Independent Study	
MC 5312	Digital Media Design	
MC 5313	Media Law and Ethics	
MC 5315	Creative Problem Solving in Mass Communication	
MC 5317	Advanced Digital Media	
MC 5318	Media Ethics	
MC 5319	Mass Media and Politics	
MC 5321	Latinos and Media	
MC 5322	Global Media Strategy in Advertising and Public Relations	
MC 5323	Current Issues in Mass Communication	
MC 5324	Media Writing	
MC 5326	Strategic Communication Campaigns	
MC 5327	Visual Communication	
MC 5328	Digital Story Production	
MC 5329	Media Systems in Latin America	
MC 5330	Internship in Mass Communication	
MC 5332	SXTXState Project	
MC 5333	Digital Media Entrepreneurship	
MC 5335	Code Camp I	
MC 5336	Code Camp II	
MC 5337	Global Media in the Connected World	
MC 5338	Ethics and Crisis in Strategic Communication	
MC 5339	Managing Digital Content	
MC 5340	Media Product Strategy	
MC 5341	Feature Writing	
MC 5342	Global Media Systems	
MC 5343	Global Strategic Communication Practices	
May choose 6 hours of advisor-approved electives from outside the school.		

### Thesis

MC 5399A	Thesis	3
Choose a minimum of 3 hours from the following:		3
MC 5199B	Thesis	
MC 5299B	Thesis	
MC 5399B	Thesis	

MC 5599B	Thesis
MC 5999B	Thesis
<b>Total Hours</b>	<b>33</b>

## Comprehensive Examination Requirement

The comprehensive exam is an oral defense of the thesis produced. Students who fail the oral defense can reschedule to take it again.

Students who do not successfully complete the requirements for the degree within the timelines specified will be dismissed from the program.

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*.

## Thesis Proposal ([http://www.gradcollege.txstate.edu/docs/Thesis\\_Diss\\_Guide.pdf](http://www.gradcollege.txstate.edu/docs/Thesis_Diss_Guide.pdf))

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. The IRB approval letter should be included with the proposal form. 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 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.

Students must be enrolled in thesis credits if they are receiving supervision and/or are using university resources related to their thesis work. The number of thesis credit hours students enroll in must reflect the amount of work being done on the thesis that semester. It is the responsibility of the committee chair to ensure that students are making

adequate progress toward their degree throughout the thesis process. 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. Thesis projects are by definition original and individualized projects. As such, depending on the topic, methodology, and other factors, some projects may take longer than others to complete. If the thesis requires work beyond the minimum number of thesis credits needed for the degree, the student may enroll in additional thesis credits at the committee chair's discretion. 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.

## 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 on 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 Creative Writing 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.

If this process results in more than one document with signatures, all documents need to be submitted to The Graduate College together.

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)

#### 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 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 5300. Teaching Techniques in Mass Communication.

This course is an introduction to curriculum, instruction, and assessment methods in the teaching of Mass Communication. It provides an orientation as well as regular in-service training and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. This course is only open to graduate teaching and instructional assistants.

**3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.**

**Course Attribute(s):** Graduate Assistantship|Exclude from Graduate GPA

**Grade Mode:** Leveling/Assistantships

#### 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. Corequisite: MC 5302 or MC 5303.

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

**Grade Mode:** Standard Letter

#### 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

#### 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 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 5306F. Content Analysis.

This course will examine the methodological steps involved in conducting a quantitative content analysis, design and execute a content analysis study. Content analysis is a systematic way to analyze the content of documented communications, whether they are written, audio/visual or digital.

**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.

**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 5306J. Mass Media Design.**

Study and application of advanced principles of media design including: basic design principles, typography, color, photography, video, and digital media. Students will learn production skills for existing and new media.

**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.

**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.

**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 5306N. Mass Communication History.**

History of Mass Media is a course that examines the development of the American mass media, including advertising and public relations, from 1690 to the present.

**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 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. This course is the master's capstone for those on the professional project track. Prerequisite: Departmental approval.

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

**Grade Mode:** Standard Letter

**MC 5308. Seminar in Strategic Communication.**

This course broadens students' understanding of issues related to advertising and public relations through an integrated communication perspective. Students learn the 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 and globalization.

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

**Grade Mode:** Standard Letter

**MC 5309. Gender, Race, and Class in the Media.**

This course takes a theoretical approach to the study of representations of gender, race, and class in the mass media. 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

**MC 5310. Global Media Issues.**

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). Corequisite: MC 5303 or MC 5302.

**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. Prerequisite: Departmental approval.

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

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 5312. Digital Media Design.**

This course instructs students in Web development and design. Students learn Hypertext Markup Language (HTML) and Cascading Stylesheets (CSS) coding and are introduced to graphics and multimedia programs and web development frameworks. The class addresses the history and social implications of creating for the web.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5313. Media Law and Ethics.**

Study of laws and regulations as they pertain to media operations and the internal and external codes that guide media behavior. Freedom and responsibilities of the mass media practitioners and institutions will also be explored within the framework of ethical theories.

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

**Grade Mode:** Standard Letter

**MC 5315. Creative Problem Solving in Mass Communication.**

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, analytics and the effects of digital technologies on society and culture, with a focus on ethics and regulation.

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

**Grade Mode:** Standard Letter

**MC 5317. Advanced Digital Media.**

This course builds on web development skills to create interactive presentations and data visualizations. Students are introduced to advanced programming and data concepts relevant to communicators. Theoretical and practical considerations of emerging technologies to the media industry will be integrated with production techniques.

Prerequisite: MC 5312. Corequisite: MC 5302 or MC 5303.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**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. Corequisite: MC 5302 or MC 5303.

**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. It examines the relationship between the press and the government, as well as how the mass media covers politics at the statewide and national level.

**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. (MULT).

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

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 5322. Global Media Strategy in Advertising and Public Relations.**

This course provides an in-depth examination of multinational communication organizations, including news media, public relations, and advertising companies. In addition, the course examines organizational roles, impact and strategic functions in a global marketplace. (MULT).

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

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 5323. Current Issues in Mass Communication.**

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.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 5324. Media Writing.**

This course is designed to impart media writing skills. Students learn information gathering, interviewing skills, and writing techniques pertinent to different media. Students produce content (e.g., stories and digital pieces) that could be published across a wide variety of media outlets.

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

**Grade Mode:** Standard Letter

**MC 5326. Strategic Communication Campaigns.**

This course is a comprehensive study of strategic communication campaign planning with emphasis on public relations and advertising. Students combine theory and practice to develop, coordinate and evaluate advertising/public relations campaigns for key audiences.

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

**Grade Mode:** Standard Letter

**MC 5327. Visual Communication.**

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 Story Production.**

This course involves discussion, development and analysis of multimedia stories, documentary video, and digital media. Students explore digital media techniques used in writing and producing multimedia stories. They learn visual aspects of storytelling and how to produce digital stories.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5329. Media Systems in Latin America.**

Students 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. (MULT).

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

**Course Attribute(s):** Multicultural Content

**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, a portfolio of work product, and a supervisor's evaluation. Prerequisite: Departmental and Instructor approval.

**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. 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 5334. Storytelling Across Platforms.**

Students learn the tools, channels and techniques available for multimedia storytellers. The course introduces new and emerging ways to tell stories, including social media, photo and video platforms, branding and audience engagement, mobile media and data visualization.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5335. Code Camp I.**

In this course 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 with a grade of "B" or better.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5336. Code Camp II.**

In this course students are immersed in data and visualization concepts relevant to communicators. Students will create interactive data visualization projects. Prerequisite: MC 5312 with a grade of "B" or better.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5337. Global Media in the Connected World.**

This course critically analyzes the role and use of traditional, digital and social media in a connected world. Students examine the prospects, challenges and applications of global media in areas such as socioeconomic development, political participation, digital divide, strategic communication, global crises and global entertainment.

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

**Grade Mode:** Standard Letter

**MC 5338. Ethics and Crisis in Strategic Communication.**

In this course students examine strategic communication practices throughout the stages of a crisis and ethical considerations. Special emphasis is placed on the crisis cycle, media relationships, image restoration, ethical responses, and organizational learning.

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

**Grade Mode:** Standard Letter

**MC 5339. Managing Digital Content.**

This course introduces concepts, skills and processes for working with content management systems. Students learn to assess organizations' content needs and to develop appropriate content management solutions. Topics covered in this course include user research, information architecture and content strategy.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 5340. Media Product Strategy.**

This course examines current theoretical and professional issues in mass communication. Specifically, this course provides students with practical knowledge of theories of human-computer interaction, and communication design principles and standards.

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

**Grade Mode:** Standard Letter

**MC 5341. 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.**

**Grade Mode:** Standard Letter

**MC 5342. Global Media Systems.**

This study abroad course prepares students to think critically and analytically about media systems and functions in different countries with emphasis on the location/s of the study abroad program. The course provides students with practical knowledge and insights gained by visiting media organizations abroad. Prerequisite: MC 5302 or MC 5303 either with a grade of "C" or better.

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

**Grade Mode:** Standard Letter

**MC 5343. Global Strategic Communication Practices.**

In this course, students analyze and discuss issues and challenges of contemporary global strategic communication practices and focus on gaining first-hand experience by visiting public relations, advertising and other communication agencies abroad. This course provides professional development and networking opportunities. Prerequisite: MC 5302 or MC 5303 either with a grade of "C" or better.

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

**Course Attribute(s):** Graduate Assistantship

**Grade Mode:** Standard Letter

**MC 5344. Data Storytelling in Mass Communication.**

In this course students will be introduced to data-related topics and skills that will further their careers in a variety of communications professions. Data visualization and storytelling tools and techniques are covered as related to journalism, advertising and public relations.

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

**Grade Mode:** Standard Letter

**MC 5345. Advanced Digital Story Production.**

This course examines current theoretical and professional issues in visual digital storytelling. Students explore advanced digital media techniques used in writing and producing multimedia stories. Students produce sophisticated visual digital stories for use across a variety of platforms using differing styles. Prerequisite: MC 5328 with a grade of a "B" or better.

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

**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