

MASS COMMUNICATIONS PROGRAM

Master of Arts (M.A) Degree

DEGREE INFORMATION

Program Admission Deadlines:

Fall:	February 15
Spring:	October 15
Summer:	February
	[M1]

Minimum Total Hours:	39
Program Level:	Masters
CIP Code:	9.0102
Dept Code:	MCM
Program (Major/College):	COM AS

Concentrations:

Media Studies (MCM)
 Strategic Communication Management (PRS)
 Multimedia Journalism (MMJ) [M2] ~~Inactive~~

CONTACT INFORMATION

College: Arts and Sciences
 Department: School of Mass
 Communications

Contact Information: www.grad.usf.edu
 Other Resources: www.usf4you.usf.edu

PROGRAM INFORMATION

The M.A. degree program in Mass Communications is designed for students who are seeking advanced studies in preparation for professional and academic careers in mass communications. The program offers one degree, the Master of Arts in Mass Communications.

The Media Studies Concentration emphasizes the theoretical principles and research methods of mass communications. The Strategic Communication Management Concentration emphasizes public relations management and social science research. The Multimedia Journalism Studies Concentration focuses on storytelling through the integration of different delivery platforms, and on management issues in converged newsrooms.

Accreditation:

Accredited by the Commission on Colleges of the Southern Association of College and Schools ~~and the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) [M3]~~

ADMISSION INFORMATION

Must meet University requirements (see Graduate Admissions) as well as requirements listed below.

Program Admission Requirements

Same as university except that the students are required to have

- both a 3.0 upper division GPA
- ~~500V 153 V~~, ~~144Q 500Q~~ on the GRE [M4]
- a resume
- three letters of recommendation (academic recommendations preferred)
- a strong letter of intent
- an appropriate bachelors degree from an accredited institution
- Students who lack an appropriate background in the selected concentration may be required to take additional courses to meet concentration minimums.

DEGREE PROGRAM REQUIREMENTS

Total Minimum Hours: 39

Core Requirements 12 hours

MMC 6920 – Introduction to Mass Communication Research	3
MMC 6401 – Mass Communication Theory	3
MMC 6421 – Research Methods	6

Concentration Requirements 12 hours

Concentration in Media Studies

This program requires 39 hours of course work, including 6 hours of thesis. At least twenty-four hours are taken in the School of Mass Communications. The remaining 9-12 hours may be taken in graduate-level courses offered in other departments of the University.

Concentration in Multimedia Journalism - Inactive

The graduate concentration in Multimedia Journalism prepares students to take leadership positions in journalism through their knowledge of the field of mass communications, management in the media environment and the ability to combine storytelling skills in the areas of print, broadcast and electronic communication. The concentration requires a total of 39 hours of which 12 are core requirements, 12 are in the multimedia core, 6 are thesis or applied research project, 6 are electives in the Mass Communications graduate program and 3 are in an outside requirement.

Requirements	12 hrs
JOU 6501 Media Management	3
JOU 5344 Multimedia Journalism	3
JOU 6349 Advanced Multimedia Journalism	3
MMC 6612 Law and Mass Media	3
Thesis OR MMC 6950 Applied Research Project	6
Electives	6
1 Outside Requirement: EME 6936 Web Design and Multimedia	3
[M5]	

Concentration in Strategic Communication Management

The Strategic Communication Management Concentration emphasizes the integration of organizational communication functions such as public relations and advertising into a single communication management function. This program requires 39 hours of course work, including six (6) hours of thesis or six (6) hours of an applied research project, twelve (12) hours of the mass communications core, fifteen (15) hours of the strategic communication core, three (3) hours in management or leadership studies, and six (6) hours of electives.

Students in these concentrations are required to take a comprehensive written examination after they have completed at least 21 hours of mass communications course work, including the required courses for each concentration of study.

Core Requirements:15 hours)	
PUR 6603 Strategic Communication Campaigns	3
PUR 6607 Strategic Communication Management	3
PUR 5505 Introduction to Strategic Communication Theory and Research	3
MMC 6415 Strategic Communication Media	3
MMC 6418 Strategic Message Design	3

Outside requirement (three hours): A course in organizational communication, management or leadership.
 Thesis OR Applied research project (6) hours arranged with project committee chair.
 Mass Communications or other electives (3 hours).

COURSES

See <http://www.ugs.usf.edu/sab/sabs.cfm>