



## Master in Communication & Media (MCM) MCM Core & Specialization Requirements

### MCM Program Core Courses

These five courses fulfill the **MCM Program Core** requirements. All MCM students will take these courses regardless of their specialization. (12 Credits)

- 508: ePortfolio\*
- 5XX: Communication Ethics (548) or Digital Media Ethics (594)\*
- 513: MCM Graduate Experience (0 Credit, 0 Tuition, one-time Live 3 Hour Workshop)
- 5XX: Communication Research (514) or Digital Media Research (556)\*
- 519: Capstone \*

*\*Those specializing in Digital Media would take Digital Media Ethics and Digital Media Research. All others would take Communication Ethics and Communication Research. The Program also differentiates the Capstone course to allow students to work on papers or projects related to their specialization.*

*Those students specializing in Communications and Media Research are not required to enroll in ePortfolio (508).*

**Course sequencing:** Students must enroll in 513 in their first MCM semester. Students should enroll in 508 in their first MCM year. Students should enroll in the Research class in the second semester of the first MCM year. Students should enroll in the Capstone (519) in the last semester in the program before their expected graduation date.

<u>Course</u>	<u>Timing</u>	<u>Note</u>
MCM Graduate Experience 17:194:513	MCM <b>First</b> Semester	This is a one-time 3 Hour live Workshop (Zoom). 0 Credit, 0 Tuition
ePortfolio	MCM <b>First</b> Semester	All specializations <u>except</u> Communication and Media Research
Research Course	MCM <b>Second</b> Semester	<i>For Digital Media:</i> Digital Media Research (17:194:556)

		<i>For all other specializations: Communication Research (17:194:514)</i>
Capstone 17:194:519	MCM <b>Final</b> Semester  <i>Only Offered in Spring &amp; Fall</i>	Advising Course where you will work with a Faculty Advisor

### **MCM Courses are offered in several formats:**

- Online (Asynchronous – Discussion-based, no live sessions)
- Online (Synchronous – live through Zoom)
- On-Campus
- Hybrid (On-Campus and Asynchronous)

MCM students can complete the degree **using these formats;**

**100% Online or a blend of online, on-campus or hybrid.**

## **MCM Specializations**

The MCM program offers students the opportunity to focus their studies in areas of professional or research interests. There are seven (7) areas of specialization. Each specialization has two or three core courses and recommended electives.

### **Strategic Organizational & Leadership Communication**

*The Strategic Organizational Communication & Leadership specialization emphasizes theory-informed, research-based study of organizational process, structure, and interaction, as well as use of new communication technologies in organizational and societal contexts. Courses examine organizations in a variety of contexts including businesses, nonprofits, civil society, and government. This specialization may be especially appealing for those who have goals for careers in organizational leadership, corporate communication, advocacy, administration and/or management, training and development, consulting, change management, stakeholder relationship management, and social media management.*

*We explore the competencies needed to be an effective communicator in all three main modalities: one to one, one to many and various 'e' forms of communication. This specialization may be especially appealing for those who have goals for careers in organizational leadership, want to improve their personal leadership communication skills or add to their professional leadership/management credentials.*

## Specialization Core Requirements (6 credits)

- 511: Organizational Communication
- 540: Organizational Leadership

## Electives (18 Credits)

**Students can take any MCM course as an elective, these are the ones most related to this specialization.**

Any combination of courses can count toward electives. *Students need not stay within a track for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Program Director from other Universities).

### Recommended Courses

*These courses are recommended for this specialization.*

512 Communication & Technology  
 518 Persuasion and Advocacy  
 525 Internships  
 541 Organizational Decision Making  
 559 Organizational Change & Communication

### Other potential electives

525 Internships  
 532 Dynamics of Global Organizations  
 534 Organizational Communication Networks  
 542 Interorganizational Relationships and Stakeholder Communication  
 544 Organizational Cultures and Diversity  
 549 Organizational Assessment  
 566 Small Group Communication  
 572 Non-Profit Organizations  
 580 Crisis Communication

### ***Cross listed PhD/MCM Courses (as offered by semester)***

### ***Special Topics Courses (as offered by semester).***

#### ***For example...***

5XX Topics: Multiculturalism and Leadership: Communication Perspectives  
 5XX Topics: Leadership Communication  
 5XX Topics: Leaderocity: Leading at the Speed of Now

Electives can also include up to 6 credits of **Experiential Learning**

Can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

## **Communication and Media Studies**

*Communication and Media Studies is a general specialization in which students create a self-designed course of study that draws across any Master of Communication and Media (MCM) specialization as well as courses in other areas of the School of Communication and Information (SC&I).*

*Courses in organizational communication, mediated communication, health communication, social interaction, knowledge management, and media studies are offered throughout the year. Many of these courses are cross-listed with the school's Ph.D. program or Master of Information program.*

### **Specialization Core Requirements**

- **None**

### **Electives (24 Credits)**

**Students can take any MCM course as an elective.**

Any combination of courses can count toward electives. *Students need not stay within a track for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Program Director from other Universities).

### **Recommended Courses**

*These courses are recommended for this specialization.*

510 Communication and Society  
 511 Organizational Communication  
 512 Communication & Technology  
 517 Media Studies  
 525 Internships

***Students in this Specialization can select electives from all listed MCM Courses.***

The intent is for students to tailor their MCM journey to their interests. You can blend courses from all the specializations.

***Cross listed PhD/MCM Courses (as offered by semester)***

***Special Topics Courses (as offered by semester)***

Electives can include up to 6 credits of **Experiential Learning:**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

**Communication and Media Research**

*For students intending to continue to PhD studies or who desire a more research-oriented focus.*

***This specialization cannot be completed 100% online.***

*The Communication and Media Research specialization is intended for students who wish to take a more research-oriented course of study. It is also designed for those students who may wish to pursue a Ph.D. program after completing the MCM degree. These students have somewhat different requirements (9 credits of core; 3 credits of research practicum; 3 credits of teaching internship; 21 credits of electives and also a zero-credit Colloquium requirement). In addition to coursework, these students will be involved in empirical research with a faculty member; assist in teaching a course, and focus their study and capstone project with a research orientation.*

**Specialization Core Requirements (6 credits):**

- **One** of these three courses:
  - 510: Communication and Society
  - 509: Digital Media Innovation
  - 560: Health Communication
- 535: Research Practicum or Independent Study (530) (3 credits)

**Electives (18 credits)**

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

**Recommended Courses:**

*These courses are recommended for this specialization.*

525 Internships

543 Organizational Communication Research

***Communication and Media Research students can take any MCM course related to their research interests.***

***Cross listed PhD/MCM Courses (as offered by semester)***

***Special Topics Courses (as offered by semester)***

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

## **Health Communication Specialization**

*The Health Communication specialization is intended for students who wish to specialize in various contexts related to community wellness and health interaction such as public health communication; facilitated provider-patient communication; health campaigns and advocacy; and community health and wellness.*

### **Specialization Core Requirements (6 credits)**

- 560 Health Communication
- 17:503:505 Interpersonal & Relational Facets of Health Communication

### **Electives (18 Credits)**

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

**Recommended Courses:**

*These courses are recommended for this specialization.*

518 Persuasion and Advocacy

525 Internships

580 Crisis Communication  
 566 Small Group Communication  
 572 Non-Profit Organizations  
 595 Community Engagement  
 17:503:503 Mediated Health Communication  
 17:503:504 Health Messages and Campaign Design

***Special Topics Courses (as offered by semester)***

***Cross listed PhD/MHCI Courses (as offered by semester)***

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

## **Digital Media**

*The Digital Media specialization is intended for journalists and other media or communication specialists who wish to retool and gain understanding of 21st century media. This includes study of grassroots reporting and advocacy. The specialization will ensure students are conversant in digital video capture, editing, and production as well as social media management. This specialization is completely online, although face-to-face or online electives in other specializations are available to these students.*

### **Specialization Core Requirements (6 credits)**

- 509: Digital Media Innovation
- 517: Media Studies: Theory and Practice

### **Electives (18 Credits)**

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

#### **Recommended Courses**

*These courses are recommended for this specialization.*

507 Digital Media Production  
 512 Mediated Communication

525 Internships  
 540 Organizational Leadership  
 546 Social Media  
 565 Media, Science & Society  
 580 Crisis Communication  
 590 Digital Journalism  
 591 Critiquing Marketing Communication  
 592 Digital Advocacy and Persuasion  
 593 Globalization, Media and Social Change  
 596 Creative Engagement  
 598 Digital Media Law and Policy  
 599 Media & Pop Culture

***Cross listed PhD/MCM Courses (as offered by semester)***

***Special Topics Courses (as offered by semester):***

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

## **Public Relations**

*The Public Relations specialization is designed for those public relations professionals to enhance their professional credentials or those who wish to enter this fast-growing and dynamic profession. We explore the competencies needed to be an effective public relations practitioner in this dynamic, complex and social-driven environment. We offer you both the emerging theories of the practice of public relations as well as the skills you need to have to compete successfully in this profession. Many of our courses are taught by highly experienced senior public relations practitioners.*

### **Specialization Core Requirements (9 credits)**

545 Public Relations Management  
 547 Public Relations Strategy  
 576 Public Relations Effectiveness: The Use of Analytics



## Electives (15 Credits)

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

### Recommended Courses

*These courses are recommended for this specialization.*

518 Persuasion and Advocacy  
 525 Internships  
 542 Interorganizational Relationships and Stakeholder Communication  
 546 Social Media  
 558 International PR  
 559 Organizational Change and Communication  
 566 Small Group Communication  
 572 Non-Profit Organizations  
 580 Crisis Communication  
 591 Critiquing Marketing Communication  
 592 Digital Advocacy & Persuasion  
 595 Community Engagement

### *Cross listed PhD/MCM Courses (as offered by semester)*

### *Special Topics Courses (as offered by semester):*

As examples:

571 Topics: PR History and the Modern World  
 573 Topics: Reputation Management

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

## **Corporate Purpose and Social Impact** ***“Corporate Social Responsibility”***

*Our Corporate and Social Impact specialization looks at the concepts of sustainability, organizational purpose and corporate social responsibility (CSR) that are becoming more and more crucial to understanding the role of business in society. This specialization aims at defining CSR and how organizations create social impact.*

*The program will look at new managerial solutions and new performance evaluation and reporting methodologies capable of integrating and improving traditional economic measures. It is designed to build a new vision of social impact based on a stakeholder framework.*

*Whether Corporate Social Responsibility is understood as organizations taking responsibility or society holding organizations accountable, the underlying issues are about the environmental, social, and governance opportunities and risks that have emerged in today’s globalized, networked world.*

### **Specialization Core Requirements**

- 510 Communication and Society
- 579 Social Impact Communication

### **Electives (18 Credits)**

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

### **Recommended Courses**

*These courses are recommended for this specialization.*

516 Service, Advocacy and Impact

518 Persuasion and Advocacy

525 Internships

572 Non-Profit Organizations

542 Interorganizational Relationships and Stakeholder Communication

544 Organizational Cultures and Diversity

546 Social Media

559: Organizational Change and Communication

577: Creating Social Impact

580: Crisis Communication

592 Digital Advocacy and Persuasion

593 Globalization, Media and Social Change

### ***Cross listed PhD/MCM Courses (as offered by semester)***

### ***Special Topics Courses (as offered by semester)***

*For example:*

552: Topics: Strategy and Innovation in Creating Social Impact

581 Topics: Reputation Management

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

**NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)