

Master of Arts in Mass Communication Course Titles and Descriptions

Course	Title	Credits
MCM 500	Media & Society. Explores the impact of mass media on the cultural, economic and political aspects of society.	3
MCM 505	Media Theory. Explores major mass communication theories with regard to their development, implication and application.	3
MCM 510	Media Research Methods. Explores methods used in mass communication research, including quantitative and qualitative methods.	3
MCM 515	Media Law & Ethics. Explores First Amendment doctrines and issues concerning freedom of expression in the media industry, applications of law to the work of the media industry, and the ethical dilemmas facing the media industry.	3
MCM 520	Media History. Explores the historical origins of the mass media and their influence on society and culture.	3
MCM 525	Media Sales. Techniques and procedures used in commercial media sales. Professional examples will be integrated with classroom instruction.	3
MCM 530	Management Problems in Media. Analysis of management problems with special attention to policies, procedures and organizational principles in media-related	3

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	fields.	
MCM 535	Media & Politics. Explores the role of both social media and traditional media in modern political campaigns with an emphasis on the role of advertising and public relations campaign strategies and news and technology.	3
MCM 540	International Media. Explores the varied media industries in different countries and the manner in which they serve those countries in a growing global media market.	3
MCM 550	Seminar in Advertising. Explores problems and cases of planning, strategy and tactics, including the creation and execution of advertising campaigns used by practitioners (may be repeated if the topic is different).	3
MCM 555	Seminar in Public Relations. Explores problems and cases of planning, strategy and tactics, including the creation and execution of public relations campaigns used by practitioners (may be repeated if the topic is different).	3
MCM 560	Seminar in Journalism. Explores problems and cases of planning, strategy and tactics, including the creation and execution used by traditional media and social media/new media practitioners in the print media profession (may be repeated if the topic is different).	3
MCM 565	Seminar in Broadcasting. Explores problems and cases of planning, strategy and tactics, including the creation and execution used by traditional media and social media/new media practitioners in the broadcast media profession (may be repeated if the topic is different).	3
MCM 575	Topics in Mass Communication. Deals with content and concepts not usually offered in regular coursework and/or special creative situations or projects.	3

Course	Title	Credits
MCM 585	Independent Study in Mass Communication. Individual instruction and research in mass communication. (Variable credit 1-3 hours).	1-3
MCM 590	Thesis. Research and writing of thesis. Grade withheld until the submission of the thesis. <i>Note: Students completing a thesis must register each semester university resources are being utilized.</i>	3
MCM 595	Media Project. Research and execution of media project. Grade withheld until completion of project.	