

Master of Science Degree in Mass Communication

Major Areas of Concentration

Applied Communication Research

- * CM 722 Communication Research
- * CM 723 Advanced Communication Research [CM722]
- * CM 724 Sampling Design and Measurement Techniques
[consent of instructor]
- * CM 824 Presenting Technical Information for
Communication Research [CM722 and CM723 and CM724]

Communication Studies

- * CM 713 Law of Communication
- * CM 714 Oral Presentation
- * CM 750 Advanced Writing for Media Professionals [CM707]
- CM 508 Video Production for Marketing Communication
- CM 509 Principles of Persuasion
- CM 510 Computers of Communication
- CM 511 Persuasive Speaking
- CM 514 New Communication Technologies
- CM 519 Interactive Marketing Communication [CM708 or CM730]
- CM 523 Designing Interactive Communication [CM510]
- CM 524 Multimedia Development [CM510]
- CM 534 Negotiation and Conflict Resolution
- CM 555 Advanced Promotional Writing [CM707]
- CM 701 Contemporary Public Relations
- CM 706 Organizational Communication
- CM 708 Principles and Practices of Advertising
- CM 730 Marketing Communication
- CM 809 Grad Internship

Note: Special courses (CM 561 or CM 562) may be used in a major area with an advisor's approval

The London Summer Internship Program provides 12 elective credits as well as CM 738 (4 credits). The elective courses (which cannot be used to satisfy concentration requirements) are CM 744, International Media (4 credit); CM 745, Comparative Political Systems (4 credit); and a 9-week internship (4 credits and during second summer term).

It is strongly suggested that you consult with your advisor before each registration period. This will help you to follow the curriculum correctly. All curriculum questions should be addressed to your advisor. It is the student's responsibility to ensure that all graduation requirements are met.

* Required for Concentration

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REQUIREMENTS:

- 12 Courses/48 Credits
- You must also pass a Master's Comprehensive Exams (see COM bulletin). In some cases, students can prepare a thesis or a professional project.

SUMMARY OF COURSE REQUIREMENTS:

- 3 (three) required courses
- 4 (four) courses in a major area of concentration (see reverse)
- 5 (five) electives

Students in the Applied Research concentration must have their electives approved by their faculty advisor.

REQUIRED COURSES:

- CM 704 Contemporary Mass Communication
- CM 705 Writing for International Students — **OR** — CM 707 Writing for Media Professionals
- CM 710 Communication Theory

COURSES FOR CONCENTRATION: (see reverse)

ELECTIVE COURSES:
