

All programs focus on a social science approach to media.	MS in Media Science	MA in Emerging Media Studies	MS in Media Ventures	MS in Marketing Communication Research
<b>What are the differences?</b>	More hands on: <ul style="list-style-type: none"> <li>• strategic planning,</li> <li>• content creation,</li> <li>• message and media campaign performance analysis</li> </ul>	Has a stronger research focus in areas like <ul style="list-style-type: none"> <li>• big data,</li> <li>• network analysis,</li> <li>• media psychology and effects.</li> </ul> Equips students for media industry roles in areas such as market and public opinion research, as well as data science.	Career- and innovation-oriented. Focus on teaching students how to develop their ideas and build a successful career.  Many students go on to work with start-ups or other disruptive media companies.	<ul style="list-style-type: none"> <li>• Focus on the consumer insights industry and market research and methods.</li> <li>• Teaches students how to collect, analyze, and apply data within this industry.</li> <li>• Uses surveys, focus groups, and other research strategies to translate data analyses into communication plans that clients can put into action.</li> </ul>
<b>Where can I learn more?</b>	<a href="#">PROGRAM INFO</a> <a href="#">CURRICULUM</a>	<a href="#">PROGRAM INFO</a> <a href="#">CURRICULUM</a>	<a href="#">PROGRAM INFO</a> <a href="#">CURRICULUM</a>	<a href="#">PROGRAM INFO</a> <a href="#">CURRICULUM</a>
<b>Social Media Analysis approach?</b>	<b>From a strategic planning and management perspective:</b> as part of a media mix	<b>From a research perspective:</b> thinking theoretically and critically about social media, as well as working with cutting edge social media data collection and monitoring tools and platforms.	<b>From a promotion and marketing perspective:</b> looking carefully at how audiences consume media and the shifting relationship between brands and audiences. How are successful brands reaching their audiences?	<b>From a market research perspective:</b> thinking critically about why consumers behave the way they do. Gauging attitudes, beliefs, and media use to better inform clients.
<b>Program size</b>	35-40	25-30	12 -14	25-30
<b>Semesters?</b>	   Fall Spring Fall	   Fall Spring Summer	   Fall Spring Summer  Spring and summer semesters are in Los Angeles.	   Fall Spring Fall
<b>Communication Research Center participant?</b>				
<b>Big Data</b>				
<b>Thesis option</b>	 Comprehensive exam or thesis required	 May add a semester to the program	 Thesis project presented at Pitchfest	 Comprehensive exam or thesis required
<b>Internships available</b>			 (Required)	
<b>Outcomes</b>	Media design and content creation, message development and dissemination, and analysis and evaluation.  Careers in firms specializing in media, health campaigns, political campaigns, marketing communication, strategic planning for media messaging and campaigns.	Digital marketing; interactive design; research coordinator; project management; analyst; social media manager; PhD programs.  Careers in tech industry and data science, including companies like Twitter and Amazon as well as creative media, marketing, and public relations.	Careers in TV Production, Strategy, and Development, Creative Production, Business Development  <b>Alumni titles include:</b> Account Associate, Marketing Manager, Director of Product Management, Global Creative Production Designer	Careers as research analysts or research managers in marketing research companies or the research department of a variety of media firms.  <b>Alumni titles include:</b> Operations and Analytics Fellow, Data Analyst, Program Analyst, Research Consultant, Brand/Consumer Insights Manager
<b>Additional Information</b>	 Media effects and processes, health communication, political communication, marketing communication research.  Please not that the Media Science program is a revamp of the MS in Mass Communication: communication studies program.	 Future-based study, latest research accomplishments, as well as future research directions and critical topics in the communication fields including politics, health, psychology, and relationships.  <b>#screentimeBU conference:</b> provides an opportunity for researchers in the field of digital media and communication to exchange their opinions on the issues confronting today's media landscape.  <b>Work with clients through Collaboratory:</b> a year-long collaborative project that blends practical skills with social science insights. As part of a team, you'll take on a media challenge from a real client, addressing the problem through research, analytics, and critical thinking	 <b>Pitchfest:</b> Students present their thesis project to a panel of media executives and entrepreneurs at the end of their final semester.	 The contents of the research methods taught by MCR are typically taught during the 1st and 2nd year of a research-based Ph.D. program, thereby better preparing a student to transition into a Ph.D. program.  MCR graduates interested in applying to Ph.D. programs can use their Master's research project as evidence of research knowledge, ability to make an immediate and productive contribution to ongoing research, and a theory-grounded, technical writing sample. Providing such evidence increases one's chances of being admitted into a Ph.D. program.
<b>Sample Keywords</b>	Media, political communication, health communication, marketing communication, content creation, content marketing, message development, campaign	Big data, market research, analysis, emerging media, data science, politics, health, psychology, virtual reality, innovation	Media, Entertainment, Management, Entrepreneurial, Innovation, Content Creation, Marketing, Start-up	Market Research, Consumer Behavior, Analysis, Data Analysis, Communication Research, Consumer Insights