

MA in Communications and Digital Media

CURRICULUM

Required Courses (20 credits)

- MCA 601 Industry Communications Theory and Practice (4)
- MCA 602 Writing for Organizations (4)
- MCA 603 Effective Speaking for Industry Professionals (4)
- MCA 610 Communications Research (4)
- MCA 693 Internship or Thesis (4)

Digital Filmmaking and Media Production track (16 credits—Students choose 4 courses)

- MCA 639 Creative Writing for Media Professionals (4)
- MCA 645 Media Innovation (4)
- MCA 652 Digital Video Field Production (4)
- MCA 654 Industrial Media Production (4)
- MCA 655 Producing the Documentary (Requires additional travel fees) (4)
- MCA 696C Advanced Production (4)
- MCA 696D Editing Aesthetics (4)
- MCA 696T Producing: From Script to Schedule (4)
- MCA 680 Media Law (4)

Social Media and Public Relations (16 credits—Students choose 4 courses)

- MCA 620 Media Relations (4)
- MCA 625 Corporate Communications and Responsibility (4)
- MCA 630 Digital Communications Leadership (4)
- MCA 635 Organizational Communications and Social Responsibility (4)
- MCA 640 International Communications (4)
- MCA 645 Media Innovation (4)
- MCA 670 Effective Web Architecture & Communication Design (4)
- MCA 680 Media Law (4)
- MCA 681 Multi-Platform Communications(Online) (4)
- MCA 696 Social Media Topics (4)

Comprehensive Exam

To earn the master's degree, students must pass a 4-hour, written comprehensive exam, taken at the end of their final semester. This exam simulates a real world experience and has them apply what they learned to the job.