MA in Communications and Digital Media

CURRICULUM

Required Courses (16 credits)

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

Digital Filmmaking and Media Production Track (20 credits- Students choose 5 courses)

- MCA 630 Digital Communications Leadership (4)
- 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 660 Producing: From Script to Schedule (4)
- MCA 665 Current Issues in Media Technology (4)
- MCA 671 Editing Aesthetics (4)
- MCA 680 Media Law (4)
- MCA 681 Multi-Platform Communications (4)
- MCA 696C Advanced Production (4)

Social Media and Public Relations (20 credits- Students choose 5 courses)

- MCA 620 Media Relations (4)
- MCA 625 Corporate Communications and Reputation (4)
- MCA 630 Digital Communications Leadership (4)
- MCA 635 Organizational Communications (4)
- MCA 640 International Communications (4)
- MCA 645 Media Innovation (4)
- MCA 650 Ethics, Morality, and the Media Industry (4)
- MCA 665 Current Issues in Media Technology (4)
- MCA 670 Effective Web Architecture & Communication Design (4)
- MCA 680 Media Law (4)
- MCA 681 Multi-Platform Communications (4)
- MCA 696C Social Media Topics (4)

Comprehensive Exam

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