

**Master of Arts/Master of Business
Administration Schools of Business and
Communication**

2023-2024

SCHOOL OF COMMUNICATION REQUIREMENTS

Choose one concentration:

**Broadcast/Digital Media Management Concentration 27
Required:**

___	JOUR	504	Broadcast News Reporting	3
___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	BPMM	547	Electronic Media Management	3
___	COMM	593	Applied Mass Communication Research Methods	3

Electives: Select 4 (or more depending on waived requirements)

___	PRAD	513	Social Media	3
___	COMM	515	Communication Theory	3
___	MULT	528	Multimedia Production	3
___	BPMM	529	Professional Video Techniques	3
___	BPMM	541	Broadcast Copywriting	3
___	BPMM	542	Advanced TV Production	3
___	COMM	545	Communication Technology & Culture	3
___	PRAD	548	Sports Media and Marketing	3
___	MULT	550	Web Publishing and Editing	3
___	COMM	590	International Media	3
___	COMM	591	Professional Track I	3
___	COMM	592	Professional Track II	3

**Print/Digital Media Management Concentration 27
Required:**

___	JOUR	503	Writing & Editing in Journalistic Style	3
___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	COMM	593	Applied Mass Communication Research Methods	3

Electives: Select 5 (or more depending on waived requirements)

___	JOUR	510	Investigative Reporting	3
___	PRAD	513	Social Media	3
___	COMM	515	Communication Theory	3
___	MULT	545	Communication Technology & Culture	3
___	PRAD	548	Sports Media and Marketing	3
___	MULT	550	Web Publishing and Editing	3
___	COMM	590	International Media	3
___	COMM	591	Professional Track I	3
___	COMM	592	Professional Track II	3

Student's Name: _____

Entrance Date: _____

B.A. or B.S. in: _____

From: _____

**PR/Advertising Concentration 27
Required:**

___	PRAD	521	Writing for PR and Advertising	3
___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	PRAD	537	Principles of PR/AD	3
___	PRAD	531	PR/AD Research	3

Electives: Select 4 (or more depending on waived requirements)

___	PRAD	513	Social Media	3
___	COMM	515	Communication Theory	3
___	COMM	545	Communication Technology & Culture	3
___	COMM	590	International Media	3
___	COMM	591	Professional Track I	3
___	COMM	592	Professional Track II	3
___	PRAD	538	Integrated Marketing Comm	3
___	PRAD	539	PR for Nonprofit Organizations	3
___	PRAD	540	Freelance Comm & Consulting	3
___	PRAD	548	Sports Media and Marketing	3
___	MULT	550	Web Publishing and Editing	3

SCHOOL OF BUSINESS REQUIREMENTS 27

___	MBA	511	Accounting for Managers	3
___	MBA	570	Global Environment of Business	3
___	MBA	571	Legal Environment of Business	3
___	MBA	572	Marketing	3
___	MBA	573	Corporate Finance	3
___	MBA	574	Organizational Behavior	3
___	MBA	576	Quantitative Methods	3
___	MBA	577	Strategic Planning	3
___	MBA	578	Managerial Economics	3

Program Objectives

MBA/MA Concurrent Degree

- 1. Demonstrate strong Journalistic writing and editing skills**
- 2. Employ professional legal and ethical principles**
- 3. Demonstrate readiness for continued academic and mass communication research in the field.**