

**Master of Arts/Master of Business Administration  
Schools of Business and Communication  
2024-2025**

**SCHOOL OF COMMUNICATION REQUIREMENTS**

Choose one concentration:

**Broadcast OR Sports Media Concentration 27**

Required:

___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	COMM	515	Communication Theory	3
___	COMM	593	Applied Mass Communication Research Methods	3
___	COMM	505	Media Storytelling	3
___	MULT	570	Short Documentar	3
___	MULT	528	Multimedia Production	3

**Electives: Select 2 (or more depending on waived requirements)**

___	BPMM	529	Prof. Video Techniques	3
___	BPMM	542	Advanced Television Production	3
___	COMM	517	Global Communication	3
___	MULT	511	Visual Communication Technology	3
___	MULT	516	Technology Mediated Communication	3
___	MULT	550	Web Publishing	3
___	COMM	551	Graduate Internship I	3
___	COMM	552	Graduate Internship II	3
___	COMM	595	Special Topics	3
___	JOUR	504	Broadcast News Reporting	3
___	JOUR	517	On Camera Performance	3
___	JOUR	530	TV Anchoring Producing	3
___	PHOT	501	Digital Photo Editing	3
___	PRAD	513	Social Media Practices	3
___	PRAD	548	Sports Media Marketing	3
___	PRAD	564	Social Media Analytics & SEO	3

**Documentary Concentration 27**

Required:

___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	COMM	593	Applied Mass Comm. Research	3
___	MULT	528	Multimedia Production	3
___	JOUR	510	Investigative Journalism	3
___	JOUR	546	History of Documentary Cinema	3
___	COMM	589	Media Entrepreneurship	3
___	PHOT	565	Experimental Video	3
___	MULT	570	Short Documentary	3

Student's Name: \_\_\_\_\_

Entrance Date: \_\_\_\_\_

B.A. or B.S. in: \_\_\_\_\_

From: \_\_\_\_\_

**PR/Advertising Management Concentration 27**

Required:

___	COMM	518	Comm. Law & Regulation	3
___	COMM	519	Media Ethics & Responsibilities	3
___	PRAD	521	Writing for Public Relations	3
___	PRAD	537	Principles of PR/Advertising	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 Communication	3
___	PRAD	539	PR for Nonprofit Organizations	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.**