JOURNALISM, M.A. (ONLINE)

Admission
The entering candidate must meet minimum requirements established by the Graduate School and hold a bachelor’s degree in journalism, PR, new media, print, broadcast journalism or in any other discipline. Students must submit a portfolio that includes samples of their work. The GRE General Test is not required. Students should have work experience in a field related to journalism and public relations.

Requirements
The online Master of Arts degree in journalism requires 36 hours, 30 of which are course work and six of which are a major project. Students will graduate with a concentration in advertising and public relations. The maximum course load for journalism majors is nine hours per semester.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Course Requirements</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Journalism Core</strong></td>
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<tr>
<td>JOU 5310</td>
<td>Research Methods in Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>JOU 5320</td>
<td>Theory of Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>JOU 5350</td>
<td>Seminar in Mass Communication</td>
<td>3</td>
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<tr>
<td>JOU 5V90</td>
<td>Independent Study in Mass Communication</td>
<td>3</td>
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<tr>
<td>JOU 5388</td>
<td>Master’s Project</td>
<td>6</td>
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<tr>
<td>JOU 5385</td>
<td>Data Analytics &amp; Visualization</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Electives</strong></td>
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<td>Select 15 hours of graduate journalism courses from the following:</td>
<td>15</td>
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<tr>
<td>JOU 4315</td>
<td>Strategic Communications Research</td>
<td></td>
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<tr>
<td>JOU 4371</td>
<td>Public Relations Media Programming</td>
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<tr>
<td>JOU 4380</td>
<td>Law and Ethics of Journalism</td>
<td></td>
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<tr>
<td>JOU 4390</td>
<td>Advertising and Public Relations Leadership</td>
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<td>JOU 5365</td>
<td>Social Media for Strategic Communication and Journalism</td>
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<tr>
<td>JOU 5395</td>
<td>Crisis &amp; Issues Management</td>
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Total Hours 36