JOURNALISM, PUBLIC RELATIONS AND NEW MEDIA

Department of Journalism, Public Relations and New Media

Chairperson: Mia N. Moody-Ramirez
Graduate Program Director: Marlene S. Neill

- Journalism, M.A. (Online) (https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/journalism-public-relations-new-media/journalism-ma-online/)

Journalism (JOU)

JOU 5199 Non-Thesis Degree Completion (1)
To fulfill requirements for non-thesis master’s students who need to complete final degree requirements other than coursework during their last semester. This may include such things as a comprehensive examination, oral examination, or foreign language requirement. Students are required to be registered during the semester they graduate.

JOU 5310 Research Methods in Mass Communication (3)
Cross-listed as AMS 5310
Pre-requisite(s): Graduate standing
Intensive study of and practice in research methods used in the study of mass communication, including content analysis, survey research, experimental designs, historical and qualitative methods. Classic and current research in mass communication will be reviewed.

JOU 5320 Theory of Mass Communication (3)
Cross-listed as AMS 5320
Pre-requisite(s): Consent of director of graduate studies
To study the origins of, evidence for, and applications of various mass communication theories; to study the logic, problems and techniques of theory building; to study the societal implications of mass media research; to extend theoretical assumptions.

JOU 5350 Seminar in Mass Communication (3)
Cross-listed as AMS 5350
Pre-requisite(s): JOU 5310 or AMS 5310
Research seminar in selected areas of mass communication. May be repeated when topic changes.

JOU 5365 Social Media for Strategic Communication and Journalism (3)
This course explores the influence of social media in public relations, marketing, advertising, organizations, and society. Through theory, practice, and case studies, students identify a strategic process for integrating social media into marketing, advertising, public relations, and other business operations.

JOU 5385 Data Analytics & Visualization (3)
Understanding how to analyze and interpret data and then prepare graphic visualizations is a critical skill in public relations and advertising today. This course covers the fundamentals such as common tools used for data analysis and visualization, best practices in data visualization design, social media data mining, and social media network analysis.

JOU 5388 Master’s Project (3)
Pre-requisite(s): Journalism graduate faculty approval
Research, writing, and defense of a publication-quality journalistic series.

JOU 5389 Practicum in Journalism (3)
Practica will be satisfied at publication, public relations, television, radio, other program-approved sites, depending upon the specialization pursued by the student. If the student has at least a half-time position at a media outlet for at least one semester during the program of study, the position may count as the practicum with previous approval of the graduate director.

JOU 5395 Crisis & Issues Management (3)
Students become familiar with a variety of types of public relations crises and communication theories and practices appropriate to understanding crisis communication tactics. Upon completion of the course, they will understand and be able to develop the various components of an overall crisis communication plan.

JOU 5V01 International Journalism Internship (1-12)
One semester spent within the student’s international area specialization and devoted to university work at a non-American institution, to employment with a U. S. or non-U.S. news organization, to independent study, or to a combination of all three; to an association with Christian mission posts, with public relations and advertising agencies, or with a wide range of foreign-based American firms. Subject to approval of the director of graduate studies.

JOU 5V90 Independent Study in Mass Communication (1-3)
Cross-listed as AMS 5V90
A conference course for graduate journalism students in which students work under the tutelage of a graduate faculty member. Major research project and extensive required readings chosen from an area of the student’s major interest. Written report submitted for publication required. The course is designed for intensive study of a topic jointly agreed upon by the professor and graduate student and subject to the approval of the director of graduate studies.

JOU 5V99 Master’s Thesis (1-6)
Pre-requisite(s): Journalism graduate faculty approval
Writing and defense of faculty-approved Master of Arts in Journalism thesis.