

Master of Mass Communication (MMC)

34 hours minimum for completion

I. Foundation Courses

Each entering student will work with the associate dean for graduate studies and research to determine if additional coursework is necessary to meet the student's needs in this program. Students without a statistics class AND/OR without a previous media law course are required to take the following in preparation for the core MMC requirements:

- Media Law
Students must be able to demonstrate previous academic proficiency in media law. If students enter the MMC program with no previous graduate or undergraduate experience in media law coursework, they should plan to enroll in MC 7018 during the program.
- Statistics
Students must be able to demonstrate previous academic proficiency in research/statistics. If students enter the MMC program with no previous graduate or undergraduate experience in statistics coursework, they should plan to enroll in a statistics course early in the MMC program and should not take MC 7001 until they have completed this requirement.

II. Core Required Courses (13 hours)

- MC 7000: Proseminar in Mass Communication (1) **Offered Fall Only*
- MC 7001: Research Methods in Mass Communication (3) **Statistics foundation required before enrolling*
- MC 7002: Mass Communication Philosophy, Principles, and Ethics (3)
- MC 7005: Public Opinion and Public Affairs (3)
- MC 7021: Mass Communication Theory (3)

III. Track Courses (9 hours)

Students will later choose to finish the program with a comprehensive exam, thesis, or professional project. Students should utilize these 9 hours in preparation for that completion milestone.

Courses on the professional track are considered professional skills courses. Courses on the scholarly track are more academically focused. In a few instances a class is a hybrid, which means it could count on either track because it is relevant and practically designed to serve both interests.

- **Professional Track** (skills-based, professional courses): Students wishing to use degree to work in communication industry. Professional track courses include:

MC 7040: Crisis Communication
MC 7041: Political Communication Writing
MC 7042: Foundations of Strategic Communication
MC 7043: Strategic Communication Campaigns
MC 7044: Visual Communication
MC 7220: Issues and Public Affairs Reporting
MC 7971: Independent Research: Mass Communication
MC 7999: (Professional skill-focused) Special Topics in Mass Communication

- **Scholarly Track** (scholarly-focused courses): Students preparing for a Ph.D. Scholarly track courses include:

MC 7004: The News Media & Governance
MC 7012: Survey Research Methods
MC 7014: Qualitative Research Methods
MC 7033: Race & Gender in Political Communication
MC 7034: Breaux Symposium
MC 7036: Seminar in Media & Public Affairs
MC 7201: Advanced Research Methods
MC 7202: Experimental Design in Mass Communication Research
MC 7971: Independent Research: Mass Communication
MC 7999: (Scholarly focused) Special Topics in Mass Communication

- **Courses that will count on either track**

MC 7019: Emerging Media: Theory, Application & Effects
MC 7031: Media Effects
MC 7032: Health and Science Communication
MC 7999: Special Topics in Mass Communication

* Graduate students should limit the number of 4000-level courses they pursue. There are certain criteria that must be met for a 4000-level course to be applicable to a student's graduate program. For a 4000-level course to count for graduate credit, the person teaching the course must be a graduate faculty member and the student will be required to produce additional work. Undergraduates receive priority in scheduling 4000-level courses. Always check with the Associate Dean before enrolling in a 4000-level course.

IV. Electives (6 hours)

Students should choose elective courses in consultation with a faculty advisor to identify courses most appropriate either to their professional or their scholarly interests. Courses may be selected from the track lists above (note that some courses may have prerequisites). In addition to the courses listed above, professional track students may also count MC 8001 as an elective.

*Elective courses may come from the School of Mass Communication, Political Science, or from another School with approval of the associate dean for graduate studies and research

V. Thesis, Professional Project or Comprehensive Exam (6 hours)

All students must complete a thesis, professional project or comprehensive exams as a final step in earning the MMC degree. This is the last requirement of the program, so students should not register for these hours until the other requirements have been met

- **Thesis:** Thesis students must complete the degree with a thesis (need 6 hours of MC 8000 - Thesis Research).
- **Professional Project:** Professional Project students must complete the degree with a professional project (need 6 hours of MC 8002 - Professional Project).
- **Comprehensive Exam:** There is no course to enroll in for the comprehensive exam. Comprehensive Examination students must take an additional 6 hours of electives toward their topics of study.