

MEDIA AND COMMUNICATION, M.A.

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The program leading to the Master of Arts in Media and Communications offers two (2) sequences: mass communications and journalism.

- The Mass Communications sequence has two tracks: (1) Media Management and (2) Media Production. The Media Management track is designed to provide students with the academic knowledge and work experience required for careers in the administration of the print and electronic media (cable, satellite, radio, and television) at the mid-management level. The Media Production track is designed to provide students with advanced skills and work experience in planning, creating, organizing, and producing a wide variety of media audio and video productions.
- The Journalism sequence has two tracks: (1) News Editorial Management and (2) Public Relations. The sequence is designed as a mid-career program for journalists and media and public relations practitioners or those who want to build upon a baccalaureate degree from an accredited college or university.

Admissions Requirements

Admission to the program leading to a Master of Arts in Media and Communications may be admitted on a degree or non-degree basis. To be admitted as a possible degree candidate, a student must:

1. Hold a baccalaureate degree from an accredited college or university with an overall academic average of 3.0 (based on a 4.0 scale).
2. Submit a personal statement.

A student who otherwise meets all of the general requirements for admission but whose overall undergraduate academic average falls below the required 3.0 yet exceeds 2.8 (based on a 4.0 scale), may be accepted on provisional status and may take up to nine credit hours in the program, as a non-degree student. Upon completing the first nine hours of approved graduate work with a 3.0 or above average, the student may petition the Master of Arts in Media and Communications Graduate Admissions Committee for regular admission to the program as a degree-seeking student.

Re-admission

Re-admission to the program is not automatic. After an absence of one semester, a former student must apply to the Graduate School for re-admission to the program and follow the regular re-admission procedure. In lieu of the re-admission process, a student may maintain his/her matriculation status by enrolling in a continuous registration course and paying the appropriate fee.

Non-Degree Status

A person with a baccalaureate degree and who seeks to take particular courses but not work toward a graduate degree on a matriculating basis may be admitted in a non-degree status. The student may at a later date apply for admission to degree status. A change in status does not imply,

however, that course work completed in the non-degree status will be automatically accepted and applied to degree requirements.

Application Procedure

A completed application consists of the following:

1. A fully completed graduate application form
2. An unofficial academic transcript (an official transcript showing that a baccalaureate degree has been awarded is required if admitted and prior to enrollment)
3. A CV/Resume
4. A minimum score on the TOEFL Exam as required by the Graduate School at Norfolk State University (international students only)

Only fully completed applications will be reviewed by the Master of Arts in Media and Communications Graduate Admissions Committee. The deadline for all fully completed applications is May 1 for fall and summer and November 1 for spring.

Transfer Credit

Up to nine (9) hours of graduate-level transfer credit course work may be approved by the Master of Arts in Media and Communications Graduate Admissions Committee. Students must have earned a grade point average of at least 3.0 (on a 4.0 scale) for each hour of transfer credit accepted.

PROGRAM REQUIREMENTS

Graduation Degree Requirements: News Editorial and Management

Subject Area	Credits
Core Courses	9
Concentration Electives	9
Internship/Thesis/Electives	12
Total Credit Hours	30

Core Courses

Code	Title	Credits
MCM 610	Media Research	3
MCM 620	Media Theory	3
MCM 653	Media Law	3

News Editorial and Media Management Concentration Courses

Code	Title	Credits
Core Courses		
MCM 510	Introduction to Mass Communication	3
MCM 513	Specialized Writing	3
MCM 545	Media Management Administration	3
Total Credits		9

Electives

Code	Title	Credits
Core Courses		
XXX XXX	Internship/Thesis/Electives	12
Total Credits		12

Graduation Degree Requirements: Public Relations

Subject Area	Credits
Core Courses	9
Concentration Electives	9
Internship/Thesis/Electives	12
Total Credit Hours	30

Core Courses

Code	Title	Credits
MCM 610	Media Research	3
MCM 620	Media Theory	3
MCM 653	Media Law	3

Public Relations Core Courses

Code	Title	Credits
MCM 512	Editing Publications	3
MCM 513	Specialized Writing	3
MCM 652	Public Relations	3

Electives

Code	Title	Credits
xxx xxx	Internship/Thesis/Electives	12

Graduation Degree Requirements: Media Production

Subject Area	Credits
Core Courses	9
Concentration Courses	9
Internship/Thesis/Electives	12
Total Credit Hours	30

Core Courses

Code	Title	Credits
MCM 610	Media Research	3
MCM 620	Media Theory	3
MCM 653	Media Law	3

Media Production Concentration Courses

Code	Title	Credits
MCM 550	Introduction to Television	3
MCM 650	Television Production II	3
MCM 660	Seminar in Radio/Tv/Film	3

Elective Courses

Code	Title	Credits
XXX XXX	Internship/Thesis/Electives	12