

M.A. in Media & Public Communication
Strategic Communication Coursework Plan 2023-2024

Please note: This progress report is for tracking student progress within the Media & Public Communication, Strategic Communication concentration curriculum only. Please mark the courses you have taken and list the quarter and year in which you did so to the right.

Student name

Student I.D. #

Faculty Advisor Name

Required Core Courses (12 credits)

| | | | | |
|--------------------------|-----------|--|------|---------------|
| <input type="checkbox"/> | MFJS 4160 | Media Theories | 4 CR | Qtr fulfilled |
| <input type="checkbox"/> | MFJS 4300 | Media Law ¹ | 4 CR | |
| <input type="checkbox"/> | MFJS 4560 | Audience and Communication Research ¹ | 4 CR | |

Choose One (4 credits)

| | | | | |
|--------------------------|-----------|------------------------------|------|--|
| <input type="checkbox"/> | MFJS 4650 | Global Media & Communication | 4 CR | |
| <input type="checkbox"/> | MFJS 4654 | Intercultural Communication | 4 CR | |

Required Concentration Course (4 credits)

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|--------------------------|-----------|--|------|--|
| <input type="checkbox"/> | MFJS 4050 | Foundations of Strategic Communication | 4 CR | |
|--------------------------|-----------|--|------|--|

Additional Concentration Courses (Choose 3 for a total of 12 credits)

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|--------------------------|-----------|---|------|--|
| <input type="checkbox"/> | MFJS 4001 | Producing Video for Social Media & Advocacy ² | 4 CR | |
| <input type="checkbox"/> | MFJS 4060 | Strategic Messaging | 4 CR | |
| <input type="checkbox"/> | MFJS 4065 | Public Diplomacy & Nation Branding | 4 CR | |
| <input type="checkbox"/> | MFJS 4080 | Global & Multicultural Campaigns | 4 CR | |
| <input type="checkbox"/> | MFJS 4165 | Global Health & Development Communication | 4 CR | |
| <input type="checkbox"/> | MFJS 4175 | Justice Equity Diversity and Inclusion (JEDI) in Health Communication | 4 CR | |
| <input type="checkbox"/> | MFJS 4320 | Brands and Identities | 4 CR | |
| <input type="checkbox"/> | MFJS 4504 | Social Media Strategies ¹ | 4 CR | |
| <input type="checkbox"/> | MFJS 4506 | Audio Documentaries ¹ | 4 CR | |

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|--|-----------|---|------|--|
| | MFJS 4660 | Global Edutainment & Narrative Persuasion | 4 CR | |
| | MFJS 4912 | Seminar in Media, Film, and Journalism Studies ³ | 4 CR | |

1. This course may be cross-listed with an undergraduate course.
2. This course is offered infrequently. Please direct questions to your advisor.
3. Advisor approval is required when taking this course as a concentration course.

Electives (Choose 2 or 3 for 8-12 credits)

May be taken inside or outside the department.

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Internship, Thesis, or SRP (Substantial Research Paper) (4-8 credits)

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|--|-----------|--|--------|--|
| | MFJS 4980 | Internship – no more than 4 credits | 4 CR | |
| | MFJS 4995 | Independent Research – no more than 8 credits (thesis credits) | 4-8 CR | |

TOTAL DEGREE REQUIREMENTS: 48 credits

General Policies

- No more than 12 credit hours may be taken outside the Department of Media, Film & Journalism Studies
- Only classes with a course number of 4000 and above are considered graduate-level courses. If you are interested in taking a class with a course number lower than 4000, please talk to your advisor. Any undergraduate-level courses taken without advisor approval will not apply to your degree.
- No courses may be taken at University College
- Thesis Requirement Credits are variable depending on the program plan worked out between the student and the thesis advisor (1-8 credits)
- Substantial Research Paper (SRP) Credits may not exceed 4 credits
- No course substitutions are allowed for the 3 required core courses
- No more than 10 credits may be transferred in from another University
- Students may take up to 4 credits of Independent Study with approval from their advisor
- Grinds courses may not be applied to this degree. Students are welcome to take Grinds courses as desired, but they will not count towards any of the requirements for this degree, including electives.

Student Signature: _____

Date: _____

Adviser Signature: _____

Date: _____