MA in Journalism with Emphasis in Strategic Communication

Degree Requirements

The Strategic Communication emphasis area is only available in the online MA program. This area, which includes a minimum of 37 credits to graduate, includes both required and elective courses. The electives may be courses from within the same area, from another area or transferred graduate hours from another accredited institution. For students with special needs, an individualized curriculum may be designed with the student’s advisor, subject to approval of the associate dean for graduate studies.

Core Requirements

The program core is completed by all students:

- **JOURN 8000** Mass Media Seminar 3
- **JOURN 8006** Quantitative Research Methods in Journalism 3
- **or JOURN 8008** Qualitative Research Methods in Journalism
- **JOURN 8070** Proseminar in Communications (Section 4) 2
- **JOURN 8070** Proseminar in Communications (Section 5) 1
- **JOURN 8080** Media Ethics 3

**Emphasis Area Electives**

Students may select 15-17 hours of the following courses:

- **JOURN 7256** Public Relations 3
- **JOURN 7262** Digital Strategy I 3
- **JOURN 7736** Changing Media Business Models 3
- **JOURN 8020** Principles and Tools in Strategic Communication Planning 3
- **JOURN 8044** Strategic Conflict Management 3
- **JOURN 8056** Theory of Mass Communication 3
- **JOURN 8058** Communication in Media Organizations 3

**Capstone Thesis/Project**

- **JOURN 8100** MA Thesis Seminar and Research in Journalism 2-10
- **or JOURN 8098** MA Project Seminar and Area Problem in Journalism

Thesis/Non-Thesis Requirements

Students may choose from two options: thesis or professional project. The thesis is an independent research study and is appropriate for students who may intend to pursue a doctorate. The professional project is appropriate for students who wish to work as professionals in the journalism industry.

To prepare for the capstone semester students will enroll in either JOURN 8100 Thesis Seminar, or JOURN 8098 Project Seminar, in the semester prior to their capstone. During the seminar students will form their faculty committee and develop and gain approval for their thesis or project proposal. Successful completion of the seminar is one of the prerequisites to beginning the capstone semester.

Admissions

Applicants are required to meet two sets of minimum qualifications for admission: the requirements of the MA in Journalism program (http://gradstudies.missouri.edu/degrecategory/strategic-communication) and the minimum requirements of the Graduate School (http://gradschool.missouri.edu/admissions/eligibility-process/minimum-requirements.php). Because requirements vary, you must refer to a degree program’s graduate admission page to learn about specific admission criteria, application deadlines, eligibility and application process. Your application materials will be reviewed by both the Graduate School and the degree program to which you’ve applied before official admission to the University of Missouri.