

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 33 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 must select 15 hours from the following courses:

JOURN 7000	Communications Law	3
JOURN 7252	Branded Strategic Storytelling	3
JOURN 7256	Public Relations	3
JOURN 7262	Digital Strategy I	3
JOURN 7510	Visual Communications	3
JOURN 7700	Engaged Journalism	3
JOURN 7736	Changing Media Business Models	3
JOURN 7812	Online Audience Development	3
JOURN 8042	Health News and Promotion	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 & JOURN 8090	MA Thesis Seminar and Research in Journalism	6
or JOURN 8098 & JOURN 8190	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 (<https://gradschool.missouri.edu/degrecategory/journalism/>) and the minimum requirements of the Graduate School (<https://gradschool.missouri.edu/admissions/eligibility-process/>). 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.