MASS COMMUNICATIONS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN MULTIMEDIA JOURNALISM

Program goals
The Richard T. Robertson School of Media and Culture prepares effective and skilled communicators through quality instruction, advising and student services, based on real-world applications. Through research, professional service and scholarship in applied communications, the school advances the knowledge and practice of a multidisciplinary and evolving media environment. The school values truth, ethics, creativity, innovation, collaboration, cultural diversity, shared governance and community engagement.

The M.S. in Mass Communications with a concentration in multimedia journalism is designed to prepare students to work in a highly competitive and multiple-platform (print, broadcast, online/digital) news environment. The program is for recent graduates who have an undergraduate degree in journalism or a related field, or for more veteran journalists who want to upgrade their professional skills.

Student learning outcomes

**SLO1: Higher level skills**
Students graduating from this program will demonstrate higher level skills in critical thinking.

**SLO2: Clear and effective communication**
Students graduating from this program will master written and multimedia platforms to communicate clearly and effectively to inform and engage audiences.

**SLO3: Research and evaluation**
Students graduating from this program will demonstrate the ability to conduct foundational research applicable to mass communication.

**SLO4: Tools and technologies**
Students graduating from this program will be able to apply tools and technologies required for mass communication workplaces.

**SLO5: Journalism skills**
Students specializing in this sequence will demonstrate journalism skills, including news judgment, ethics, information gathering and reporting across multiple platforms, that show they are capable of producing publishable work.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the Graduate School website (http://www.graduate.vcu.edu/) and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the academic regulations section for additional information on academic regulations for graduate students. (http://bulletin.vcu.edu/academic-reggs/)

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master’s or doctoral status according to the degree candidacy requirements of the student’s graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student’s faculty regarding the student’s academic achievements and the student’s readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the academic regulations section for additional information on degree candidacy requirements. (http://bulletin.vcu.edu/academic-reggs/grad/candidacy/)

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the academic regulations section for additional information on graduation requirements. (http://bulletin.vcu.edu/academic-reggs/grad/graduation-info/)

Other information

The mass communications graduate handbook (http://robertson.vcu.edu/about/advising/handbooks-and-worksheets/) is available on the Robertson School website.

Apply online at graduate.admissions.vcu.edu (http://graduate.admissions.vcu.edu/)

Admission requirements

<table>
<thead>
<tr>
<th>Degree:</th>
<th>Semester(s) of entry:</th>
<th>Deadline dates:</th>
<th>Test requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.S.</td>
<td>Fall or spring</td>
<td>Applications considered on a rolling basis</td>
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<tr>
<td></td>
<td>Summer</td>
<td>Feb. 1</td>
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</table>

In addition to the general admission requirements of the VCU Graduate School (http://bulletin.vcu.edu/graduate/study/admission-graduate-
Mass Communications, Master of Science (M.S.) with a concentration in multimedia journalism

study/admission-requirements/), the following requirements represent the minimum acceptable standards for admission:

1. An undergraduate degree in a relevant field or a degree in a non-related field with extensive relevant work experience

2. A detailed resume/CV showing work and/or educational experience in the relevant field

3. An application kit (see program website for details)

Degree requirements

In addition to general VCU Graduate School graduation requirements (http://bulletin.vcu.edu/academic-regs/grad/graduation-info/), students are required to complete course work in core and elective courses.

Credit hour requirements: This degree requires 36 credit hours beyond the baccalaureate, 30 of which are in the journalism discipline. Students take an additional six credit hours in a collateral area outside of mass communications. Students in this program learn the theory and practice of journalism in an immersion news environment and can further specialize through graduate electives, projects and stories in any number of “beat” areas. For example, students can focus on coverage of health or the environment or concentrate on learning about international media coverage. At least one-half of the credit hours presented for graduation must be at the 600 level or higher.

Curriculum requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASC 611</td>
<td>Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>MASC 643</td>
<td>Digital Management and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MASC 644</td>
<td>Computational Journalism</td>
<td>3</td>
</tr>
<tr>
<td>MASC 645</td>
<td>Digital Production</td>
<td>3</td>
</tr>
<tr>
<td>MASC 675</td>
<td>Leadership in Action</td>
<td>3</td>
</tr>
<tr>
<td>MASC 676</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>MASC 684</td>
<td>Multimedia Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>MASC 686</td>
<td>International Journalism</td>
<td>3</td>
</tr>
<tr>
<td>MASC 691</td>
<td>Topics in Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>MASC 694</td>
<td>Capstone</td>
<td>3</td>
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<tr>
<td>Select six credit hours from the following electives: ¹</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

SPTL (600-level)

Total Hours

The minimum total of graduate credit hours required for this degree is 36.

Contact
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Program website: robertson.vcu.edu (http://www.Robertson.vcu.edu)