MASS COMMUNICATIONS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN INTEGRATED COMMUNICATION

Program goals

The Richard T. Robertson School of Communication 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 integrated communication trains a new generation of communications professionals who are able to function in high-level management positions and apply sophisticated strategic thinking to accomplish organizational objectives. All courses are offered online.

Student learning outcomes

Mass communications core outcomes

1. Students graduating from this program will demonstrate higher level skills in critical thinking.

2. Students graduating from this program will master written and multimedia platforms to communicate clearly and effectively to inform and engage audiences.

3. Students graduating from this program will demonstrate the ability to conduct foundational research applicable to mass communication.

4. Students graduating from this program will be able to apply tools and technologies required for mass communication workplaces.

Integrated communication concentration-specific outcomes

1. Students specializing in this sequence will develop a working understanding of strategic message design, persuasion and the ethical principles governing the creation, distribution and reception of messaging.

2. Students specializing in this sequence will develop a working understanding of the strategic communications process and its impact on audience behavior and decision-making.

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

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

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** 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.

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.

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.

Apply online today. (https://www.vcu.edu/admissions/apply/graduate/)

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.S.	All	Rolling	

In addition to the general admission requirements of the VCU Graduate School (https://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/), the following requirements represent the minimum acceptable standards for admission:

- An undergraduate degree in a relevant field or a degree in a non-related field with relevant work experience
- A detailed resume/CV showing work and/or educational experience in the relevant field
- Three work samples

- Responses to five questions from the admissions committee
- URL where committee members can learn more about the applicant

For international students, the following is required:

- An official transcript evaluation from a recognized foreign educational credentials evaluation service accredited by the National Association of Credential Evaluation Services or the American Association of Collegiate Registrars and Admissions Officers
- A Test of English as a Foreign Language minimum composite score of 100 for the internet-based test or 600 for the paper-based test; or an International English Language Testing System minimum score of 6.5 on the academic exam
- A minimum score of 68 on the VCU English Language Program Compression test (Students who do not achieve a score of 68 will be placed in the appropriate level English language proficiency courses.)

Degree requirements

In addition to general VCU Graduate School graduation requirements (https://bulletin.vcu.edu/academic-regs/grad/graduation-info/), students are required to complete 30 credit hours of specialized course work.

Curriculum requirements

Course	Title	Hours
Core requirements		
MASC 611	Communication Research	3
MASC 645	Digital Production	3
MASC 675	Leadership in Action	3
MASC 676	Media Law and Ethics	3
MASC 694	Capstone	3
Concentration requirements		
MASC 654	Persuasion	3
MASC 682	Media Mechanics	3
MASC 683	Strategic Communications in the Global Environment	3
MASC 685	Strategy	3
MASC 691	Topics in Mass Communications	3
Total Hours		**30**

The minimum total of graduate credit hours required for this degree is 30.

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