

Media Communications (MA)

This program is offered by the School of Communications. It is available online and at Webster University Tashkent, but it is not available at the St. Louis home campus.

Program Description

The master of arts (MA) in media communications is for students who have both an interest and background in communications.

All students entering this program are required to consult with a School of Communications academic advisor prior to registration. Qualifications and required prerequisite courses will be discussed at this time. Qualifications include a strong educational background in their intended area of graduate communications study or professional experience in their area of interest. Students without a strong educational background or experience in the communications field are required to enroll in 6 credit hours of prerequisite course work. The selection of prerequisites will depend on each student's area of academic interest in communications and should be approved by a School of Communications academic advisor.

Students may begin the online program in the Fall 1 or Spring 1 terms.

Learning Outcomes

Successful graduates of this program will be able to:

- Demonstrate understanding of breadth of media communications.
- Examine media within multiple contexts and perspectives.
- Evaluate media as product, process and commentary in local and/or global contexts.
- Construct qualitative and/or quantitative research methodologies.
- Analyze media through appropriate research strategies.
- Create effective written, oral and other media presentations.

Program Curriculum

The 36 credit hours required for the MA in media communications must include the following courses:

Core Courses (21 credit hours)

- MEDC 5000 Media Communications (*Requisite Course*) (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5360 International Communications (3 hours)
- MEDC 5400 Media Production Management (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)
- MEDC Elective (3 hours)

One additional core course from MEDC electives, as determined through consultation with an academic advisor

Elective Courses (15 credit hours)

In addition to the seven core courses, MA students can choose five elective courses offered in School of Communications majors. Courses from program curricula outside the School of Communications may be considered, if appropriate and approved in advance using a program option request form. Students taking courses that are from outside of the School of Communications should verify prerequisites with the appropriate school or college.

MEDC 5000 Media Communications is the requisite course in the media communications program. It examines communications theory and its application to mass media, as well as introduces

students to the graduate program, describes program expectations and discusses academic preparation for MEDC 6000 Seminar in Media Communications. Therefore, students must take this course even if they have academic or professional experience in media communications.

The required courses and electives may be taken as directed studies, subject to the conditions stated in Directed Studies under the Academic Policies section of this catalog and approved by the chair of the Department of Communications and Journalism and the dean of the School of Communications. Students taking courses that are a part of their approved curriculum and that are outside of the School of Communications should verify prerequisites with the appropriate school or college.

Dual Degree Option: MBA/MA in Media Communications

51 to 54 Credit Hours

Requirements for a dual degree with the MBA program generally include the required MBA courses (33 hours) and the required coursework in the additional degree program, except where noted below. If BUSN 5000 has been waived, the required hours are reduced by 3 credits and the BUSN 5000 course does not require a substitution.

Upon completion of all required credit hours, two separate diplomas are issued at the same time. The two degrees cannot be awarded separately or sequentially under this arrangement.

- BUSN 5000 Business (3 hours)
- MBA 5010 Value Creation (3 hours)
- MBA 5020 Quantitative Methods for the MBA (3 hours)
- MBA 5030 Market Analysis and Business Planning (3 hours)
- MBA 5100 Adding Value through Human Capital (3 hours)
- MBA 5200 The Financial Value of Capital Projects (3 hours)
- MBA 5300 Providing Value to Customers (3 hours)
- MBA 5400 The Supply Chain and Business Processes (3 hours)
- MBA 5500 Information Support for Decision Making (3 hours)
- MBA 5910 Cases in Value Creation (3 hours)
- MBA 5920 Walker Consulting Project: Adding Value to Organizations (3 hours)
- MEDC 5000 Media Communications (3 hours)
- MEDC 5310 Media and Culture (3 hours)
- MEDC 5350 Media Organization and Regulations (3 hours)
- MEDC 5360 International Communications (3 hours)
- MEDC 5400 Media Production Management (3 hours)
- MEDC 6000 Seminar in Media Communications (3 hours)
- Plus one additional course with MEDC prefix (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119

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Advancement to Candidacy

Students are admitted to their graduate program upon completion of all admission requirements. Students are advanced to candidacy status after successfully completing 12 credit hours of graduate credit, with grades of B- or better. In the MBA program and other specialized programs, courses required as prerequisites to the program do not count toward the 12 credit hours required for advancement.