

# Media Communications (MA)

*This program is offered by the School of Communications. It is available online and at the St. Louis home campus.*

## Program Description

The master of arts (MA) degree 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 must earn a grade of "B" or better in the prerequisite courses before they are allowed to enroll in graduate courses. The prerequisite courses are not counted toward the 36 credit hours required for the degree, nor are they considered as part of the credit hours required for advancement to candidacy.

## 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 or the 48 credit hours required for the master of business administration (MBA) with an emphasis in media communications must include the following 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*

In addition to the seven core courses, MA students can choose elective courses offered in the other 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 a part of their approved curriculum and 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 listed may be taken as directed studies, subject to the conditions stated in the Directed Studies section listed under Academic Policies and approved by the director of Graduate Studies and the dean of the School of Communications.

## Admission

Students who are interested in applying to this degree program should see the Admission Section of this catalog for general requirements.

### Send all admissions materials to:

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

## 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.