

# Marshall University

## W. Page Pitt School of Journalism and Mass Communications

### Master of Arts in Journalism Program

Entry into a graduate school raises many questions and concerns beyond those encountered in an undergraduate program. The following material is intended to answer frequently asked questions and to offer guidance for new students in the

Master of Arts in Journalism (MAJ) program. If, after reviewing the information, you still have questions please feel free to ask the graduate coordinator or your professors for additional information or clarification.

### The Graduate Catalog

Students are responsible for making themselves knowledgeable of all requirements, guidelines, and deadlines included in the *Graduate Catalog*, [http://www.marshall.edu/catalog/files/2013/07/Gr\\_Spr13\\_published\\_rev1.pdf](http://www.marshall.edu/catalog/files/2013/07/Gr_Spr13_published_rev1.pdf).

The graduate coordinator and all other faculty are available for guidance, but the responsibility for satisfying requirements and for meeting deadlines is each student's.

Pay particular attention in the catalog to:

- Plan of Study
- General Requirements for Master's Degree
- Grade Point Average and Other Requirements for Graduation
- Comprehensive Assessment
- Journalism and Mass Communications

### Admission to Graduate School

Admission into the School of Journalism and Mass Communications requires:

- a completed admission form or apply online at <http://www.marshall.edu/admissions/apply.asp>
- an earned bachelor's degree, and
- a 3.0 undergraduate gpa (on a 4.0 scale) and a total score of 370 on the Graduate Record Examination (GRE), **OR**
- a 2.5 to 2.99 undergraduate gpa (on a 4.0 scale) and a total score of 396 on the GRE.
- International students must also have a TOEFL score of 525 on the paper exam, 197 on the computer based exam or 71 on the internet exam or complete English as a second language requirements.
- International graduate students must complete the GRE no later than during their first semester in the program.

#### *Converting the analytical score*

GRE scores are reported in three areas: verbal, quantitative and analytical writing. The verbal and quantitative sections are scored on a scale of 0 to 170. The analytical writing score is reported on a scale of 0 to 6. Before adding the three

sections to determine if the 370 or 396 requirements have been met, convert the analytical writing score using the following scale.

0.5 = 14	2.5 = 71	4.5 = 128
1.0 = 28	3.0 = 85	5.0 = 142
1.5 = 43	3.5 = 99	5.5 = 156
2.0 = 57	4.0 = 113	6.0 = 170

## Application Process

Application materials are sent first to the Graduate College, where initial processing takes place. The application package is then forwarded to the School of Journalism and Mass Communications where admission or denial is determined.

Letters of acceptance/denial are sent from the Graduate College offices. After being accepted, students must schedule an appointment with the graduate coordinator in the School of Journalism and Mass Communications, 304 -696-2360, or

304-696-4636, rabe@marshall.edu. The graduate coordinator will explain the core requirements, discuss areas of professional interest and design a program of courses that will satisfy graduation requirements and fit individual academic and professional goals.

### ***Admission Application Deadlines are:***

Fall enrollment: August 1

Spring enrollment: December 1

Summer enrollment: May 1

## Two Tracks: Professional and Thesis

Students may choose from professional or thesis tracks to complete the required 30 hours.

### ***Professional Track***

The professional track requires:

- five core courses (15 credit hours),
- 15 credit hours in a concentration to fulfill professional goals for a total of 30 credit hours,
- any undergraduate courses determined by the graduate coordinator to be necessary, and
- successful completion of the comprehensive examination.

### ***Thesis Track***

The thesis track is appropriate for students planning to pursue doctoral degrees and for others with a special interest in research. It requires:

- five core courses (15 credit hours),
- 9 credit hours in a concentration to fulfill professional goals for a total of 24 credit hours,
- a six-credit hour thesis,
- any background graduate or undergraduate courses determined by the graduate coordinator to be necessary, and
- successful completion of the comprehensive examination.

## Core Requirements

All journalism and mass communications students must complete core courses of:

- JMC 600 —JMC Proseminar
- JMC 601 —Theory of Mass Communications
- JMC 602 —Mass Communications Research and Methodology
- JMC 604 —Ethics and Law
- JMC 612 —History of American Journalism and Mass Communications

(International students may substitute another JMC course for JMC 612 with the approval of the graduate coordinator.)

At least one half of all graduate credit must be above the 500 level.

Educational Foundations 517 or Psychology 517, Statistical Methods, is also required for students who have not completed a statistics course that meets the approval of the graduate coordinator. EDF 517 or an equivalent statistic

course, and JMC 601 are prerequisites for JMC 602.

Students with no prior experience in the mass communications field will be required to complete JMC 501—Multi-media writing.

## **In Addition to the Core**

In addition to required core courses, each student will plan, in conjunction with the graduate coordinator and a professor in an area of concentration, the remainder of their graduate program. Students may opt to focus on advertising,

broadcast journalism, print journalism, public relations, or radio/television. It is in the non-core courses that students will find some flexibility in constructing a graduate program to meet individual goals.

## **Health care public relations emphasis**

This graduate degree area of emphasis consists of public relations campaigns for medical services and organizations (both internal and external audiences; Research, Planning, Communicating, and Evaluating), writing and other public

relations tactics for health care audiences, the use of public relations in the health care setting in time of crises, media relations in health care, privacy laws, budgeting, and the use of social media in health care organizations.

## **Plan of Study**

Before registering for the 18<sup>th</sup> graduate credit hour, a student must submit a Plan of Study/Admission to Candidacy form. At least two of the courses must be from the required core, and the student must have maintained a minimum grade point average of 3.0 in journalism and mass communications courses and in any courses taken in other academic areas.

requires the signatures of the student, the graduate coordinator, a second department member and the journalism and mass communications dean. Should proposed course offerings not be available or new offerings change student goals, a plan of study may be amended with the approval of the graduate coordinator.

The plan of study should be typed. It presents the student's completed course work, courses currently enrolled in, and courses proposed to complete degree requirements. The form

Plan of Study forms are available at <http://www.marshall.edu/graduate/current-students/forms-and-information-2/>.

## **Transfer Credit**

The dean of the Graduate School with the recommendation of the School of Journalism and Mass Communications may accept a maximum of 12 semester hours of graduate credit relevant to the student's major field of study. A minimum grade of "B" is required in each course transferred. Transfer credit can be used to satisfy credit hour requirements for graduation

but will not become a part of the student's grade point average at Marshall University. All transfer credit must meet time requirements established for completion of the graduate degree. The School of Journalism and Mass Communications will not accept transfer credit for courses in the core requirements.

## **Thesis**

Students who choose the thesis option have a number of additional requirements including:

- forming a graduate thesis committee consisting of three graduate faculty,
- securing Institution Research Board (IRB) approval,
- selecting a committee chair or “thesis director,”
- securing approval to proceed following review of the proposal,
- meeting thesis deadlines, and
- filing the approved thesis electronically on the graduate College website.

During the final semester of thesis production, candidates are expected to submit a final draft to

their committee chair shortly before midterm, submit a copy to the Graduate College approximately a week before the end of the semester and upload an electronic version of their thesis at the end of the term. For specific dates check <http://www.marshall.edu/graduate/graduation-and-commencement-timetable/>

Thesis committee members assist throughout the process, but meeting the requirements is the candidates’ responsibility. Thesis candidates must complete the short online module about electronic thesis and dissertation submission accessible at <http://www.marshall.edu/graduate/current-students/edt/>.

## **Minor**

A minor consisting of a minimum of six hours in one subject area may be approved by the graduate coordinator. Students who enter the program without appropriate preparation in journalism and mass communications and also

without relevant professional experience may be permitted by the graduate coordinator to complete their entire program in journalism and mass communications.

## **The Written Comprehensive Examination**

A written comprehensive examination is required of all graduate students. A five-part examination covers, but is not limited to proseminar, mass communications theory, research, law and ethics, and journalism and mass communications history. The comprehensive examination should be taken during the student’s final semester of course work. Requests to take the examination earlier or later must be approved by the graduate coordinator. Candidates ready to sit for their comprehensive assessment must submit an Application for

Graduation on or before the deadline that is generally the fourth Friday of the semester.

Students writing their comprehensive exams gather on a designated day and complete individual answers to a series of essay questions. The exam generally takes approximately five hours to complete, one hour for each of the core areas. To receive a passing grade on the comprehensive examination, a student must receive a passing grade in at least four of the five sections. Students are permitted three attempts to pass.

## **Graduate Certificate Programs**

The School of Journalism and Mass Communications offers graduate certificates in

- Digital Communications,
- Integrated Strategic Communications and
- Media Management.

Certificates serve students with or without a background in the field but with an interest in newspaper, magazine, television, radio, digital or converged media, advertising or public relations. Courses are packaged to target specific areas of development that will augment depth of knowledge or skills, help students remain competitive in the job market, advance their careers, or help them pursue personal

enrichment. Students may complete a stand-alone certificate or incorporate it into their JMC master's program or other master's programs on campus.

Students interested in completing a certificate either as a standalone program or as part of a master's must submit an application specifically for the certificate.

Admission to the certificate programs requires:

- official transcript baccalaureate degree from a regionally accredited college or university,
- an application for admission to a certificate program unless already admitted to a degree program,
- at least a 2.5 undergraduate GPA, and
- a 3.0 graduate GPA if already awarded a master's degree,
- OR current admission to a Marshall University graduate program.
- Courses completed in certificate programs can apply to an MAJ where appropriate. (Students who want to apply certificate credit to a master's must meet all admission requirements for the MAJ including completion of the GRE.)

Students must maintain a 3.0 GPA in all course work with no more than two C's. If the student falls below these standards, the student will be

placed, on academic probation. A student who successfully completes the proper series of courses will earn a certificate.

Students pursuing Graduate Certificates in Digital Communications must complete 15 hours as follows:

Required courses:

- JMC 562—Web Design for Mass Media
- JMC 641—Web/Online Strategies for JMC

Select nine hours from among the following:

- JMC 500—Photojournalism
- JMC 501—Multi-Media Writing
- JMC 532—Corporate and Instructional Video
- JMC 575—Documentary Journalism
- JMC 606—Depth Reporting

Students pursuing Graduate Certificates in Integrated Strategic Communications must complete 15 hours as follows:

Required courses:

- JMC 508—Strategic Communications Research
- JMC 515—Advertising Strategy OR JMC 538—Public Relations Case Studies

Select nine hours from among the following:

- JMC 515—Advertising Strategy (if not taken as part of required six hours)
- JMC 525—Advertising Campaigns
- JMC 532—Corporate and Instructional Video
- JMC 537—Public Relations Writing
- JMC 538—Public Relations Case Studies (if not taken as part of required six hours)
- JMC 539—Public Relations Campaigns
- JMC 609—Seminar in Public Relations
- JMC 641—Web/Online Strategies for Mass Communications

Students pursuing Graduate Certificates in Media Management must complete 15 hours as follows:

Required courses:

- JMC 603—Media Management
- JMC 604—Journalism and Mass Communications Law and Ethics

Select nine hours from among the following:

- JMC 510—Magazine Editorial Practice
- JMC 533—Radio-Television Programming
- JMC 536—International Communications
- JMC 550—Contemporary Issues in Radio and Television
- JMC 555—Women and Minorities in the Media
- JMC 632—Public Broadcasting
- JMC 612—History of Mass Communications
- JMC 641—Web/Online Strategies for Mass Communications

## **Graduate Student Probation**

The first semester a graduate student's grade point average (gpa) drops below 3.0 he/she is placed on academic probation that means:

- a letter is sent advising him/her that he/she is on academic probation, and that he/she must meet with the graduate adviser, and
- he/she must sign a contract to raise his/her gpa to a minimum of 3.0 in the next grading period.

If the gpa stays below a 3.0 in the following grading period:

- the student is informed by letter that he/she has not met the requirements of the contract,
- he/she forfeits any graduate assistant positions,
- he/she is limited to enrollment of no more than (6) six graduate credit hours in the following grading period.

If the gpa is below a 3.0 in the third grading period the graduate student will be suspended from the Masters of Arts in Journalism program for one semester.

## **Applying for Graduation**

The Application for Comprehensive Assessment and Graduation serves as the graduation application. File this with the Graduate College

on the designated date in the semester you plan to graduate and pay a diploma fee. The deadline for the application is published each semester.

## **Graduate Assistantships**

Apply for graduate assistantships by writing to the Graduate Coordinator, W. Page Pitt School of Journalism and Mass Communications, Marshall University, 100 Communications Building, Huntington, WV 25755-2622. Send a letter of application, a resume, and the names, addresses, and contact information of three references.

A limited number of assistantships are available. They include a partial waiver of tuition for the fall and/or spring semesters and a stipend. Assistantships are generally awarded in late March. Assistantships also are offered through various departments of the university. Check the graduate website, <http://www.marshall.edu/graduate-assistantships-2/graduate-assistantship-opportunities/> for positions outside the School of Journalism and Mass Communications.

## **Professional Internships**

The school has an outstanding internship program in which graduate students may receive three semester hours of credit toward their degree. Most interns also receive a salary from

their employer. Internships must be arranged through and approved by the Director of Internships.

## **Student Organizations**

The school has chapters of the American Advertising Federation (AAF), Diversity Club, the National Broadcasters Society (NBS), the Public Relations Student Society of America (PRSSA), the Society of Professional Journalists (SPJ), and Students in Free Enterprise. Student

media include a five-day a week newspaper, the Parthenon, a full-time radio station WMUL, a weekly television newscast, MU Report, and a student run advertising and public relations agency, Out Loud.

## **Journalism Graduate Student Discussion List**

All journalism graduate students are added to an on-line discussion list that serves as an information channel for announcements and communication among graduate students. Any graduate student can generate a message to send to everyone else on the list by sending an email to JMCMAJ-list@lists.marshall.edu.

Remember that any message sent to the list address is going to be seen by over 50 people, so don't use the list for communication meant for a limited audience.

## **Forms**

A number of forms needed in the graduate program are available at <http://www.marshall.edu/graduate/current-students/forms-and-information-2/>.

# Marshall University Graduate College

## Plan of Study

To be completed no later than registration for the 12th credit hour.

Student Name

901 Number  MU Email  Phone

Advisor

Degree Program  Area of Emphasis

Approved Minor if Applicable

See Graduate Catalog for list of approved minors.

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Signature of Graduate Director of program offering the approved minor.

Term and year you plan to graduate

This proposed graduation date must be 7 years from date of completion of first course applied to degree.

NOTE: This declaration of intent to graduate at a specific time does not put you on the tentative Graduation List. You must still apply for graduation at the beginning of the semester/term in which you plan to graduate, pay the Diploma Fee at the Bursar's office, and return the Application to Graduate to the Graduate College office, Old Main 113. You must also have an approved Plan of Study on file in the Graduate College office before you apply for graduation. Applications for graduation are available online:

[http://www.marshall.edu/graduate/forms/ApplicationforGraduation\\_0309.pdf](http://www.marshall.edu/graduate/forms/ApplicationforGraduation_0309.pdf)

Graduate Catalog of Record (Year): this is the catalog that is current for the semester/term during which you were admitted to your graduate degree program. You may choose a more recent catalog as your catalog of record.

Are you submitting a Thesis/D as part of your degree requirements? ☐ Yes ☐ No

If YES, and if your Thesis/D involves human subject research, you must review the requirements of the Marshall University Institutional Research Board (IRB) BEFORE you begin any data collection.

<http://www.marshall.edu/graduate/etd/humansubjectresearch.asp>

THE PURPOSE OF THIS PLAN OF STUDY IS TO DETAIL YOUR PROGRAM REQUIREMENTS FROM START TO FINISH. IT SHOULD INCLUDE ONLY THOSE COURSES REQUIRED BY YOUR DEGREE PROGRAM AND MAY INCLUDE ELECTIVE OR MINOR COURSES. DO NOT INCLUDE ANY UNDERGRADUATE COURSES. ONLY 6 HOURS OF CREDIT WITH A GRADE OF "C" CAN BE INCLUDED AND NO GRADE BELOW A "C." SOME PROGRAMS MAY HAVE MORE STRINGENT REQUIREMENTS. PLEASE REFER TO YOUR GRADUATE CATALOG OF RECORD WHEN COMPLETING THIS FORM.

As you list your courses, please include courses currently in progress as well as courses already completed. If you have any transfer courses (up to 12 transfer credits may be allowed), you must attach a completed Application for Approval to Transfer Graduate Credit to this Plan of Study: <http://www.marshall.edu/graduate/forms/applicationtotransfergraduatecredit.pdf>

NOTE: Your Advisor and the Graduate Dean MUST approve in writing any change in coursework or completion date on this Plan of Study.



List below graduate courses currently in progress or COMPLETED.

[illegible]

LIST below graduate courses PROPOSED.

NOTE: If you are planning to transfer coursework from another institution, the Graduate College office must have the official transcripts on file before the end of your final semester/term. If we do not have these documents your graduation will be delayed.

[illegible]

PLEASE CHECK YOUR GRADUATE CATALOG OF RECORD FOR THE REQUIRED GPA FOR GRADUATION

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## SIGNATURES

\_\_\_\_\_  
Student Signature

Date

\_\_\_\_\_  
Faculty Signatures

Date

\_\_\_\_\_  
Advisor Signature

Date

\_\_\_\_\_  
2nd Graduate Faculty Member/Major Department Signature  
OPTIONAL

Date

\_\_\_\_\_  
Department Chair/Director Signature  
if different from advisor and required by department.

Date

\_\_\_\_\_  
Graduate College Dean Signature

Please return your completed form to:

**The Graduate College**

Old Main 113

NOTE: This form must be approved and on file in the Graduate College office before you apply for graduation.

## APPLICATION FOR GRADUATION

### Huntington Campus

Graduate College, 113 Old Main  
One John Marshall Drive  
Huntington, WV 25755-2100  
(304) 696-6606

### MARSHALL UNIVERSITY

Master's / Education Specialist  
and Doctorate in Education

### South Charleston Campus

Graduate Records Office  
100 Angus E. Peyton Drive  
South Charleston, WV 25303  
(304) 746-8966

**APPLICATION FEE: Master's & Education Specialist Degree \$50.00 \*\* Doctorate Degree \$100.00**

*This application is to be completed and submitted BEFORE or at the beginning of your final semester/term, but NOT LATER than the date printed in the University Calendar. For Huntington students, the application must be submitted to the Graduate College Office along with documentation that the diploma fee has been paid (a receipt from the Bursar or a Bursar stamp on the application form). For South Charleston students, the application must be submitted to the Graduate Records Office with a check attached for the appropriate fee or students may call the office to pay with a credit card.*

Please type or print

Expected Month and Year of Graduation \_\_\_\_\_ / \_\_\_\_\_

NAME \_\_\_\_\_ MU ID# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

CURRENT ADDRESS \_\_\_\_\_ COUNTY \_\_\_\_\_

(All correspondence, except graduation letter, will be sent to this address. Graduation letter will be sent to permanent address.)

PERMANENT ADDRESS \_\_\_\_\_

HOME PHONE # \_\_\_\_\_ CELL PHONE # \_\_\_\_\_

MU Email \_\_\_\_\_ Preferred Email \_\_\_\_\_

DEGREE EXPECTED & MAJOR \_\_\_\_\_ ADVISOR \_\_\_\_\_

TOTAL HOURS REQUIRED \_\_\_\_\_ HOURS COMPLETED \_\_\_\_\_ A Thesis \_\_\_\_\_ a part of my program (check one)  
IS IS NOT

List all courses and/or thesis hours for which you are or will be enrolled to complete your program:

<u>Course Number</u>	<u>Title</u>	<u>Credit Hours</u>	<u>Semester and Term</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

Advisor Signature \_\_\_\_\_

Date \_\_\_\_\_

### COMPREHENSIVE ASSESSMENT APPLICATION

This application to take the comprehensive assessment is effective only for the semester entered. If you fail to take the assessment or if you do not pass the assessment, you must make arrangements with your advisor for subsequent completion of this graduation requirement. Check the semester and enter the year you wish to take the Comprehensive Assessment:

Fall \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_ Year \_\_\_\_\_

-----DO NOT WRITE BELOW THIS LINE -----

\_\_\_\_ Student has been admitted to doctoral candidacy or has an approved plan of study.  
\_\_\_\_ Student has requisite GPA to take comprehensive assessment so far as the Graduate College office records indicate.

Signature of Graduate Records Officer \_\_\_\_\_

Date \_\_\_\_\_

Note to the advisor/program director: If the student has not completed all prerequisites that were stipulated in the student's admission to the program, do not approve this application and notify the Graduate College office of any deficiencies which must be addressed before the student is eligible to take the comprehensive assessment and to graduate. It is the responsibility of the department/program to establish the date of the comprehensive assessment, to notify the student of the date, time and place of the written or oral exam, and to administer them. Please keep a record of the Graduate Faculty who evaluated the comprehensive assessment.

**GRADUATION INFORMATION FROM THE OFFICE OF THE REGISTRAR:**

**Your diploma will be ordered with your name as it appears on the Marshall University Student Information Computer System (Banner).** The name format is first, middle, last. Please verify the format in which your name will be printed on the diploma in your Dean's Office or the Registrar's Office, Old Main 106A. If you need to change your name officially with the University, please complete a name change application in the Office of the Registrar and submit a copy of your Social Security Card as documentation of the requested change.

**Your diploma will be mailed to the permanent address on the Student Information Computer System (Banner).** If you need to change your permanent address, please submit a written change to the Office of the Registrar or update your address on MyMU (MILO Web) Personal Information Menu.

**PUBLICATION OF DIRECTORY INFORMATION:**

Upon graduation, Marshall University will publish certain directory information about graduates in the graduation program and will release information to newspapers and other media for publication. The directory information to be published may include name; major; degree; honors; awards received; city, country and state of residence. If you do not want this information released and regardless of any previous requests for confidentiality of directory information, you must notify the registrar's office (stating specifically that you do not want your graduation information published) within 10 business days of submitting this application for graduation.

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**Revalidated Coursework**

<b>Class</b>	<b>Semester Revalidation was successfully completed</b>	<b>Signature of Revalidating Faculty Member*</b>

\*Signature indicates that student successfully revalidated coursework according to the previously agreed to plan and fee has been paid to Bursar.

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MAKE YOUR MARK. LEAVE YOUR LEGACY.



**100 Communications Building • 304-696-2360 • <http://www.marshall.edu/sojmc>**  
College of Arts and Media

