

AVAILABLE THIS FALL

W. PAGE PITT SCHOOL OF JOURNALISM  
AND MASS COMMUNICATIONS

## NEW MEDIA STUDIES MASTER'S EMPHASIS

FULLY ONLINE PROGRAM

30 HOURS

Required courses:

JMC 604—JMC Law and Ethics

JMC 605—Master's Initiative Network

JMC 606—Depth Reporting

JMC 640—Design Thinking

JMC 682—Master's Initiative (6 hrs.)

Select six hours from:

JMC 500—Photojournalism

JMC 562—Web Design for Mass Media

JMC 612—History of Mass Communication

JMC 641—Web/Online Strategies for JMC

JMC 678—Organizational Storytelling

JMC 643—New Media Cultures

Select six hours, with adviser's approval, from  
graduate courses outside

Journalism and Mass Communications.

*"Those who have adapted to the new media and are comfortable writing for and working with a variety of electronic and digital tools will have an advantage in finding new work."*

(2010-11 U.S. Bureau of Labor Statistics  
Occupational Outlook Handbook/Media and  
Communications-related Occupations.)

Adoption of nontraditional media is moving forward at a rapid pace. Consumers of information expect content to be available across platforms, including mobile devices. Publishers are preparing to combine platforms into a single product. Content creation demands versatility in writing, designing, preparing images and packaging messages for access through a variety of media.

Veterans in mass communications need to retool, and those just launching their careers must prepare to use new systems. The New Media Master's emphasis stresses the design, development and dissemination of information using emerging technology. All courses are delivered online to accommodate flexible schedules.

Admission to the master's programs requires:

- a completed admission form,
- 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 Exam (GRE), OR
- a 2.5 to 2.99 undergraduate gpa (on a 4.0 scale) and a total score of 396 on the GRE.

Students must maintain a 3.0 GPA in all course work with no more than two C's.

MAKE YOUR MARK. LEAVE YOUR LEGACY.



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College of Arts and Media

