

Professional/Applied MAMC

Capstone Project

DEGREE PLAN OF: _____
Please print your name.

DATE _____

SPECIALTY: _____

ADVISER: _____

TOTAL CREDITS REQUIRED: 33 credits required (excluding undergraduate courses throughout the university). Students complete and successfully orally defend a project. This program is designed to be completed in one academic year. Students may take fewer credits per semester but doing so will extend the program beyond one year.

Fall semester: 12 credits required

		Credits	Term/Year	Grade
MMC 6936	Applied Theory	3	_____	_____
MMC 6936	Digital Storytelling	3	_____	_____
MMC 6936	Communication, Technology & Society	3	_____	_____
MMC xxxx	Elective	3	_____	_____

Spring semester: 12 credits required

		Credits	Term/Year	Grade
MMC 6936	Data Creation, Analysis & Visualization	3	_____	_____
MMC xxxx	Elective	3	_____	_____
MMC xxxx	Elective	3	_____	_____
MMC xxxx	Elective	3	_____	_____

Summer A semester: 6 credits

		Credits	Term/Year	Grade
MMC xxxx	Elective	3	_____	_____
MMCxxxx	Elective	3	_____	_____

Summer B semester: 3 credits

		Credits	Term/Year	Grade
MMC 6973	Capstone Project. (S/U)	3	_____	_____

Suggested partial list of electives from which to choose (other courses are available with approval of advisor):

Data /Research

Audience Analysis
 Big Data
 Coding
 Data Analytics
 Data Scraping
 Digital Media Planning
 Experimental Research
 Media Planning
 Qualitative Research
 Research Methods
 Social Media Metrics
 Statistics
 Survey Research
 Web Research Methods

Creative

Advertising Creative Strategies
 Applied Newsroom Practicum
 Digital Imagery in Web Design
 Digital Media & Layout
 Health Writing
 Journalism as Literature
 Magazine and Feature Writing
 Multimedia Narratives
 Multimedia Production and Design
 Multimedia Writing
 Production
 Sports Reporting
 Strategic Thinking
 Strategic Thinking
 Web Design Principles

Management

Advertising Management
 Applied Newsroom/Agency Management
 Brand Management
 Communication Law
 Communication Leadership
 Corporate Reputation and Communication
 Ethics
 Financial & Business Essentials for Comm Pros
 International Advertising
 International Public Relations
 Persuasion
 Public Policy
 Public Relations and Fundraising
 Public Relations and Philanthropy
 Public Relations Management
 Public Relations Management Entrepreneurship
 Risk/Crisis Communication Telecommunication
 Regulations
 Science/Health Communication courses
 Telecommunication Management

TOTAL CREDITS REQUIRED: 33 CREDITS (excluding undergraduate courses throughout the university).

Signatures below indicate approval of this degree plan.

Signature of Student

Date Signed

Signature of Academic Adviser

Date Signed

Signature of Sr. Associate Dean, Division of Graduate Studies and Research

Date Signed

January 14, 2016