**Professional/Applied MAMC COMPLETED IN ONE YEAR**

**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

<table>
<thead>
<tr>
<th>Credits</th>
<th>Term/Year</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMC 6936</td>
<td>Applied Theory</td>
<td>3</td>
</tr>
<tr>
<td>MMC 6936</td>
<td>Digital Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>MMC 6936</td>
<td>Communication, Technology &amp; Society</td>
<td>3</td>
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<tr>
<td>MMC xxxx</td>
<td>Elective</td>
<td>3</td>
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**Spring semester:** 12 credits required

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<tr>
<td>MMC 6936</td>
<td>Data Creation, Analysis &amp; Visualization</td>
<td>3</td>
</tr>
<tr>
<td>MMC xxxx</td>
<td>Elective</td>
<td>3</td>
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<tr>
<td>MMC xxxx</td>
<td>Elective</td>
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<tr>
<td>MMC xxxx</td>
<td>Elective</td>
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**Summer A semester:** 6 credits

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<tr>
<td>MMC xxxx</td>
<td>Capstone Research</td>
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<tr>
<td>MMCxxxx</td>
<td>Elective</td>
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**Summer B semester:** 3 credits

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<tr>
<td>MMC 6973</td>
<td>Capstone Project (S/U)</td>
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**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**
- Content Marketing
- 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.

<table>
<thead>
<tr>
<th>Signature of Student</th>
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<tr>
<th>Signature of Academic Adviser</th>
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<tr>
<th>Signature of Sr. Associate Dean, Division of Graduate Studies and Research</th>
<th>Date Signed</th>
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January 14, 2016
Updated 7/14/16