Professional/Applied MAMC
COMPLETED IN TWO YEARS

DEGREE PLAN OF: ____________________________ DATE ________________

SPECIALTY: ________________________________ ADVISER: ____________________

Please print your name.

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 two academic years. Students may take fewer credits per semester but doing so will extend the program beyond two years.

First Fall semester: 9 credits required

<table>
<thead>
<tr>
<th>Credits</th>
<th>Term/Year</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>MMC 6936</td>
<td>Applied Theory</td>
<td>3</td>
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<tr>
<td>MMC 6936</td>
<td>Digital Storytelling</td>
<td>3</td>
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<tr>
<td>MMC 6936</td>
<td>Communication, Technology &amp; Society</td>
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First Spring semester: 9 credits required

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<thead>
<tr>
<th>Credits</th>
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<tr>
<td>MMC 6936</td>
<td>Data Creation, Analysis &amp; Visualization</td>
<td>3</td>
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<tr>
<td>Elective</td>
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<td>Elective</td>
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Second Fall semester: 9 credits

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Second Spring semester: 6 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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<th>Signature of Academic Adviser</th>
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<tr>
<th>Signature of Sr. Associate Dean, Division of Graduate Studies and Research</th>
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<td>January 14, 2016</td>
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Updated 7/14/16
Updated 8/26/16