

MASTER OF COMMUNICATIONS AND MEDIA MANAGEMENT, PLAN C (M.C.M.M.)

Requirements Effective Fall 2023

Code	Title	Credits
Required Courses		
JTC 526	Digital Media Writing and Production	3
JTC 545	Organizational Media Production	3
JTC 560	Managing Communications Systems	3
JTC 571	Digital Media Research and Evaluation Methods	3
JTC 573	Strategic Digital Communication	3
JTC 640	Public Communication Technologies	3
Selected Courses		
Select four courses from the following:		12
JTC 505	Advanced Professional Writing	
JTC 511	Corporate Media Ethics and Issues	
JTC 517	Advanced Information Graphics	
JTC 522	Media Communication Innovation	
JTC 536	Organizational and Commercial Photography	
JTC 540	Corporate Digital Video Editing	
JTC 550	Public Relations	
JTC 555	Advertising and Marketing Communication	
JTC 569	Advising Student Media for K-12 Educators	
JTC 572	Corporate Web Design and Management	
Program Total Credits:		30

A minimum of 30 credits are required to complete this program.