

COMMUNICATIONS MASTER'S PROGRAM 2021-2022

Core Courses (18 credits):

COM 617 Multimedia Storytelling	3
COM 627 Social Media for Communicators	3
COM 698 Media Law	3
ICC 602 Introduction to Digital Communications	3
ADV/PRL 609 Advertising and Public Relations Research Design	3
OR	
ICC 606 Applied Research in Content Management	3
ICC 612 Digital Communications Systems	3

Secondary Tracks (Choose one track, 9 credits):

Track 1-Advertising

ADV 523 Digital Branding and Strategy	3
ADV 610 Topics in Advertising: Communications Planning	3
ADV 611 Strategic Principles and Practices	3

Track 2-Journalism Innovation

MND 611 Web and Mobile Story Production	3
MND 612 Data-Driven Journalism	3
MND 613 Emerging Media Platforms	3

Track 3-Public Relations

PRL 605 Public Relations Theory	3
PRL 615 PR Campaign Planning and Execution	3
PRL 725 Public Relations Management	3

Track 4-Media Management

COM 629 Advanced Social Media	3
COM 643 Diversity, Inclusion and Leadership in Communications	3
<i>Choice of 1 from the approved list below offered from Whitman</i>	3
EEE 620 Foundations of Entrepreneurship	
MBC 636 Marketing Management	
MBC 645 Strategic Management	
SCM 651 Business Analytics	
(3 credits each course)	

Capstone (3 credits)

ICC 622 Digital Communications Strategy and Innovation 3

Residency (3 credits)

ICC 632 Media Industry Leadership and Change (variable topic)
1.5 cr. Each 3

-Residencies are 3 days long and each student is required to attend two during the course of their program.

Total Credits for Program: 33