

MEDIA STUDIES MASTER'S PROGRAM

ACADEMIC TRACK

2021-2022

Theory Courses (6 credits)

COM 755 Communications Theory	3
COM 788 Theories of Media Content	3

Methods Courses (6 credits)

COM 605 Quantitative Methods for Mass Communications Research	3
COM 606 Qualitative Methods for Mass Communications Research	3

Media Law (Choose one, 3 credits)*

COM 697 Advertising & Public Relations Law	
or	
COM 698 Media Law	3
or	
TRF 637 Telecommunications Law & Policy	

Diversity Course (3 credits)

COM 646 Media and Diversity	3
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Thesis (3 credits)

Requisite	3
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Electives (Choose two, 6 credits)

6

Elective courses will be selected in consultation with the student's adviser and be relevant to the student's course of study. Courses may include those offered in Newhouse, or elsewhere in the University.

Newhouse Research/Perspectives Courses **(Choose two, 6 credits)**

ADV 645 International Advertising	6
COM 600 Selected Topics	
COM 688 Origins of Contemporary Media Issues	
COM 740 Topics in Research Communication	
ICC 617 Issues in Media Management	
TRF 592 Film Business	
TRF 594 Television Business	
TRF 595 Programming and Audience Analysis	
TRF 600 Selected Topics	
TRF 636 Critical and Historical Perspectives on Television, Radio and Film	
TRF 683 Communications Industry Frontiers	

Required Non-Credit Experiences (0 credits)

COM 701 Proseminar for Graduate Study 0

Optional Benchmark (0 credits)**

Research benchmark trip 0

Total for Program = 36

* **Note:** If students took a comparable media law class as an undergraduate and passed it with at least a B, they could waive the law requirement and take an additional elective.

** **Research Benchmark trip:** This would be **optional** for **academic-track** students, and it would occur during Spring semester in New York City (and utilize the Fisher Center). Like other Newhouse benchmark trips, the purpose is to connect our students to professionals in NYC to hear firsthand what those industries are looking for from graduates.