

**MEDIA STUDIES MASTER'S PROGRAM
PROFESSIONAL RESEARCH 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
-----------------------------	---

Research Design Course (3 credits)

COM 601 Research Project Design	3
---------------------------------	---

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)**

COM 628 Social Media Strategy and Practice	6
COM 630 Topics in Digital Media Content Strategies	
COM 634 Trendspotting in Digital Media	
COM 647 Applied Media Research	
ICC 606 Applied Research in Content Management	
ICC 617 Issues in Media Management	
TRF 592 Film Business	
TRF 594 Television Business	
TRF 595 Programming and Audience Analysis	
TRF 696 Research for Entertainment Media	
Statistics Course	

Required Non-Credit Experiences (0 credits)**

COM 701 Proseminar for Graduate Study	0
---------------------------------------	---

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 **required** for **professional-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.