

# Arthur J. Bauernfeind College of Business

## Department of Journalism and Mass Communications

Master of Arts or Science: Mass Communications / Public Relations

100% ONLINE OR ON CAMPUS



### Program Overview

Murray State University's Journalism and Mass Communications graduate programs seek students who want to be strategic communicators and thinkers. Our mission is to train industry leaders and global scholars in the fields of journalism, public relations, and communications.

Our classes help stretch your understanding of media theory and communication practices. Critical, creative and independent thought drive each classroom's curriculum. With our intimate class sizes you will get to know professors with strong academic and industry reputations while having the opportunity to work with diverse faculty and classmates.



### Career Options

- ◆ Advertising
- ◆ Branding
- ◆ Broadcasting and Production
- ◆ Communications
- ◆ Journalism
- ◆ Marketing
- ◆ Publishing
- ◆ Public Administration
- ◆ Public Relations
- ◆ Social Media Management
- ◆ Ready for Advanced Degree (PhD)

### Admission Criteria

- ◆ Unconditional: Bachelor's degree from an ACEJMC-accredited, or similarly rigorous mass communications program, with at least a 2.75 GPA. (International students, please inquire on TOEFL requirements.)
- ◆ Conditional: Bachelor's degree in another field with between a 2.5 and 2.74 GPA.



**MURRAY STATE**  
UNIVERSITY

#### For more information contact:

Dr. Bellarmine Ezumah  
Graduate Program Director  
270-809-3171  
[bezumah@murraystate.edu](mailto:bezumah@murraystate.edu)



# MURRAY STATE UNIVERSITY

Arthur J. Bauernfeind College of Business

## Journalism and Mass Communications Course Requirements

### MA or MS in Mass Communication

**JMC 610 Introduction to Graduate Studies**

**JMC 604 Introduction to Mass Media for Graduate Students**

**\*JMC 600 Seminar in International Mass Communications**

**\*JMC 615 American Media History**

**JMC 630 Theories of Mass Communication**

**JMC 648 Mass Media Industries**

**JMC 660 Methods of Communication Research**

**JMC 670 Philosophical and Ethical Concepts of the Mass Media**

**JMC 690 Comprehensive Project**

### MA or MS in Mass Communication / Public Relations (Campus & Online)

**JMC 610 Introduction to Graduate Studies**

**JMC 604 Introduction to Mass Media for Graduate Students**

**JMC 601 Media, Culture, Gender, Race**

**JMC 602 Seminar in Advertising**

**JMC 603 Seminar in Public Relations**

**JMC 620 Strategic Communications**

**JMC 630 Theories of mass Communications**

**JMC 658 New Media Technologies**

**JMC 660 Methods of Communication Research**

**JMC 670 Philosophical and Ethical Concepts of Mass Media**

**JMC 690 Comprehensive Project**

And 600-level electives approved by Graduate Coordinator

\*Could serve as substitutes (choose one course from the two)

Student interest and career path will determine elective courses (nine hours to be approved by advisor) which could include elective hours in advertising, public relations, international mass communications, American media history, and strategic communications.