

Mass Communication, MMC

CSMCOMMMC

Become a high-impact journalist, storyteller, strategic communicator or media leader, and take your career to the next level. In as few as 12 months, get immersive, hands-on experience that prepares you to produce impactful journalism and strategic communications content.

Program description

Degree awarded: MMC Mass Communication

The Walter Cronkite School of Journalism and Mass Communication's MMC degree program immerses students in the practices of journalism and strategic communications, preparing them for careers in news, documentary storytelling, advocacy, community engagement or corporate communications.

This 36 credit hour master's degree program begins with a multimedia boot camp, teaching students how to tell stories with text, photo, video and audio elements. In the second semester, students choose from a selection of more advanced courses, such as those focused on narrative writing, podcasting, advanced broadcast production, documentary production, health reporting, Spanish-language news, transborder coverage, public relations research, strategic communications storytelling and media entrepreneurship.

The program culminates in a professional immersion experience in one of the Cronkite School's strategic communication labs or news bureaus in Los Angeles, Phoenix or Washington, D.C. Working under the guidance of award-winning journalists and strategists, these [capstone programs](#) offer practical experience in a professional news or agency environment.

This program is [offered concurrently](#) with degrees from ASU's Sandra Day O'Connor College of Law and ASU's School of Sustainability. It is also offered in a dual MD/MMC degree with the Mayo Clinic Alix School of Medicine.

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)

- **Location:** [Downtown Phoenix](#)

Concurrent Program Options

Students can choose to create their own **concurrent degree** combination to match their interests by working with their academic advisor during or after their first semester of study. Some concurrent combinations are not possible due to high levels of overlap in curriculum; students should speak with their academic advisor for more details.

This degree is also offered as a concurrent program with the following:

[Legal Studies, MLS](#)

[Compare programs](#)

[Sustainability Solutions, MSUS](#)

[Compare programs](#)

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an **accelerated bachelor's plus master's degree** with:

[Journalism and Mass Communication, BA](#)

[Sports Journalism, BA](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Degree requirements

30 credit hours including the required applied project course (MCO 593)-Mid-Career, or
30 credit hours including the required capstone course (MCO 570)-Mid-Career, or
36 credit hours including the required capstone course (MCO 570)-Full Time

Required Core (9 credit hours)

MCO 503 Media Law (3)

MCO 510 Data Journalism (3) or MCO 536 Public Relations Research (3)

MCO 525 21st-Century Media Organization and Entrepreneurship (3)

Electives (6 credit hours)

Other Requirements (12 credit hours)

MCO 502 Journalism Skills (8)

MCO 504 Cronkite Master's Seminar (1)

MCO 530 History, Philosophy and Ethics of Journalism (3) or MCO 519 Strategic Communications Leadership and Ethics (3)

Culminating Experience (3 or 9 credit hours)

MCO 570 Master of Mass Communication Capstone (3 or 9)

MCO 593 Applied Project (3)

Additional Curriculum Information

The master's degree program is a full-time, 36 credit hour program. Students with extensive professional journalism experience may be offered the opportunity to pursue the 30 credit hour mid-career option.

Students must complete a total of eight credit hours of MCO 502, which is offered at variable credit hours and can be taken multiple times.

Students should see the academic unit for a complete list of approved electives. Other requirement coursework may be substituted with approval of the academic unit.

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. three letters of recommendation
4. personal statement of interest (350 to 500 words in length)
5. resume
6. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide proof of English proficiency regardless of their current residency. TOEFL scores must be at least 100 for the internet-based examination taken in a testing center.

The Cronkite School's graduate committee reviews complete and on-time applications. Recommendations for admission are made to Graduate Admission Services, where the final admission decisions are made.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

[expand](#)

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Develop the tools, technology and techniques for content creation that adheres to accepted journalistic standards and practices, and which prepares them for careers in media and communication.
- Evaluate ethical, diversity and legal standards relevant to the journalism industry and create culturally proficient communication.

Global opportunities

Global experience

Studying abroad is possible for graduate students. There are more than 50 program opportunities, with programs on every continent.

Faculty-directed programs tend to be the best fit for graduate students; taking courses with ASU professors over the summer or during academic breaks offers students close mentorship and professional network growth in many fields of study while they earn ASU credit. Exchange program participation is also possible with careful planning.

Students can find more information on the [Global Education website](#).

Career opportunities

The skills of strong reporting, research, writing and multimedia production are in high demand across industries, including in journalism, strategic communication, nonprofit leadership, international affairs, political advocacy and entrepreneurship.

Career examples include:

- digital strategist
- documentary producer
- editor
- entrepreneur
- media executive
- photojournalist
- podcast producer
- reporter
- videographer

Contact information

[Walter Cronkite School of Journalism and Mass Comm](#) | CRONK 302

cronkitegrad@asu.edu | 602-496-5555

[Admission deadlines](#)