Master of Mass Communication, MMC

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 program begins with a multimedia boot camp, teaching students how to report and produce 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 digital 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 real-world experience in a professional news or agency environment.

The cornerstone of the graduate program is the journalism school's professional programs:

Cronkite News Phoenix --- Students report on topics such as sustainability, social justice, health, government and politics, producing a daily newscast on Arizona PBS, reaching 1.9 million households, and digital content for https://cronkitenews.azpbs.org, Cronkite News social platforms and partner sites across Arizona.

Cronkite News Washington D.C. --- Students cover Congress, the White House and the U.S. Supreme Court for Cronkite News and partner newsrooms.
Cronkite News Los Angeles --- Students report for Cronkite News and partner with newsrooms from the second-largest media market in the country.

Cronkite Noticias --- Students produce Spanish-language news for digital and broadcast platforms in collaboration with Spanish-language media.

Carnegie-Knight News21 --- Students produce major national investigations in partnership with newsrooms such as The Washington Post and NBCNews.com.

New Media Innovation and Entrepreneurship Lab --- Journalism, engineering, design and business students work together to create cutting-edge digital products and launch new businesses.

Public Relations Lab --- Students work in a strategic communications agency environment to develop campaigns for clients ranging from Fortune 500 companies to startups.

Digital Audiences Lab --- Students work in a first-of-its-kind professional immersion program working with real clients to grow, engage and measure their audiences in real time.

This program is also offered as a dual MD/MMC degree with the Mayo Clinic. For more information, students should visit the dual degree website.

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 applicants must have 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.

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 college, 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

**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:

- Evaluate the principles of journalism, such as accuracy, fairness, timeliness, diversity and privacy, and apply such principles to their course requirements. (Shared)
• 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. (MMC only)
• Evaluate ethical, diversity, and legal standards relevant to the journalism industry and create culturally proficient communication. (Shared)

Global Opportunities

Global Experience
Study 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 over the summer or during academic breaks with ASU professors offers close mentorship and professional network growth in many fields of study while earning 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
• editor
• media executive
• photojournalist
• producer
• PR strategist
• reporter
• strategic communications leader
• videographer

Contact Information
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Admission Deadlines