

M.A. IN COMMUNICATION WITH A CONCENTRATION IN INTERACTIVE DIGITAL MEDIA (CO.IDM.MA)

| Code | Title | Credits |
|---|---|-----------|
| Requirements (15 credits) | | |
| CO-503 | Graduate Foundations in Communication | 3 |
| CO-561 | Message Construction: Audio, Video and Web | 3 |
| CO-562 | Interactive Media Theory | 3 |
| CO-563 | Interactive Digital Media Studio | 3 |
| BM-510 | Business Analysis, Research and Communication | 3 |
| Thesis Project (3 credits) | | |
| CO-695 | Interactive Digital Media Thesis Project | 3 |
| Electives: (12 credits) | | |
| Select 12 credits from the following list: ¹ | | 12 |
| AR-597 | Fine Art/Design Studio | |
| BM-512 | Entrepreneurship and Innovation | |
| CO-501 | Communication Theories for Professional Life | |
| CO-502 | Research Methods for Professional Life | |
| CO-504 | Principles of Public Relations | |
| CO-508 | Presentational Communication: Design and Delivery | |
| CO-509 | Communication, Culture, and Community | |
| CO-510 | Global Communication and Public Relations | |
| CO-511 | Integrated Digital Marketing and Public Relations | |
| CO-516 | Public Relations and Fundraising for Nonprofits | |
| CO-526 | Advanced PR Strategy for Digital Age | |
| CO-564 | Community-Based Digital Projects | |
| CO-592 | Interactive Storytelling with Data | |
| CO-595 | Graduate Internship in Communication | |
| SE-517 | Engineering Web-Based Systems | |
| | Communication 500-level Independent Study | |
| Total Credits | | 30 |

¹ An elective taken outside of the Department of Communication may be substituted for a Communication elective.

Sequence Chart

| First Year | | | |
|--|---------|---|---------|
| Fall | Credits | Spring | Credits |
| CO-503 Graduate Foundations in Communication | 3 | CO-561 Message Construction: Audio, Video and Web | 3 |
| CO-562 Interactive Media Theory | 3 | CO-563 Interactive Digital Media Studio | 3 |

| | | | |
|-------------------------|---------|--|---------|
| AR/BM/CO/SE Elective | 3 | BM-510 Business Analysis, Research and Communication | 3 |
| Semester Credits | | 9 Semester Credits | |
| Second Year | | | |
| Fall | Credits | Spring | Credits |
| AR/BM/CO/SE Elective | 6 | CO-695 Interactive Digital Media Thesis Project | 3 |
| | | AR/BM/CO/SE Elective | 3 |
| Semester Credits | | 6 Semester Credits | |
| Total Credits 30 | | | |

Admission Requirements

1. Possession of a baccalaureate degree with an overall minimum 3.0 GPA.
2. Two letters of recommendation. Letters from current or former professor recommended. If these are unavailable, letters may be sought from current colleagues, or a current or recent supervisor.
3. Personal essay of not more than 750 words that describes your preparation for study in the program and personal objectives for graduate study.
4. Digital and/or hard copy portfolio of select samples of work, including a writing sample, that demonstrates initiative and achievement in academic, professional, and/or community settings.
5. Résumé.