

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	Strategic Digital Communication	
CO-516	Public Relations and Fundraising for Nonprofits	
CO-526	Advanced Public Relations Planning	
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.