

## **Track - Academic**

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## **M.A. in Journalism Description**

The master's graduate program in the School of Journalism and New Media offers three tracks: academic, professional, and Integrated Marketing Communications.

M.A. students without academic or professional background in journalism may be required to pursue a course of study that combines undergraduate and graduate journalism courses.

### **Minimum Total Credit Hours: 30**

### **Course Requirements**

#### **Academic**

Students take a 30-semester-hour program of study as follows: Jour 651, 652, 654, and 655; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a thesis or thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

#### **Professional Journalism**

Students take a 30-semester-hour program of study as follows: Jour 578, Jour 590, Jour 610, and Jour 668; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a professional thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis; i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

#### **Integrated Marketing Communications**

Students will be required to complete 36 hours -- eight core courses and four electives. These core and elective courses, which have been approved by the school's graduate faculty and the university's Graduate Council, will comprise the program.

##### **Core**

- IMC 501 Professional IMC Seminar/Introduction to IMC
- IMC 502 Consumer Behavior/Understanding the Target Audience
- IMC 503 Insights and Measurements
- IMC 504 Creative Development and Direction
- IMC 505 Internet and Mobile Media: Evolution of the Digital Space
- IMC 555 Managing Integration/The IMC Campaign
- IMC 557 Brand and Relationship Strategies
- IMC 602 Design and Visual Thinking

##### **Electives**

- IMC 507 Direct and Database Marketing
- IMC 508 Advanced Media Strategy and Analysis
- IMC 509 Special Problems in IMC
- IMC 556 Multicultural Marketing Communications
- IMC 601 Advanced Account Planning
- IMC 692 Public Relations as a Marketing Tool/Reputation Management

Other electives will also be possible, depending on individual students' interests.

### **Other Academic Requirements**

Applicants for the IMC track will be required to complete the online application on the Graduate School website. They must submit acceptable Graduate Record Exam scores and have at least a 3.0 undergraduate GPA. The school also requires a statement of purpose and three letters of recommendation from former professors or others who know their academic and professional qualifications.

## **Track - Academic Course Requirements**

Students take a 30-semester-hour program of study as follows: Jour 651, 652, 654, and 655; 12 hours of graduate course work in an area of concentration within or outside the school; and 6 hours of Jour 697 to complete a thesis or thesis project. A thesis project must be a professional work in an appropriate medium equal in scope to a formal thesis, i.e., based on a formal proposal encompassing problem analysis, literature review, method statement, and bibliography. Both the thesis and the project require approval of a written prospectus and an oral examination.

### **Degree Requirements**

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.



## Track - Integrated Marketing Comm

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">IMC 501</a>	3	Complete <a href="#">IMC 501</a> with a grade of C or better.
<a href="#">IMC 541</a>	3	Complete <a href="#">IMC 541</a> with a grade of C or better.
<a href="#">IMC 531</a>	3	Complete <a href="#">IMC 531</a> with a grade of C or better.
<a href="#">IMC 561</a>	3	Complete <a href="#">IMC 561</a> with a grade of C or better.
<a href="#">IMC 571</a>	3	Complete <a href="#">IMC 571</a> with a grade of C or better.
<a href="#">IMC 455</a>	3	Complete <a href="#">IMC 455</a> with a grade of C or better.
<a href="#">IMC 551</a>	3	Complete <a href="#">IMC 551</a> with a grade of C or better.
<a href="#">IMC 521</a>	3	Complete <a href="#">IMC 521</a> with a grade of C or higher.
4 electives	12	Complete 4 electives with a grade of C or better chosen from: <a href="#">IMC 572</a> , <a href="#">552</a> , <a href="#">509</a> , <a href="#">546</a> , <a href="#">553</a> , & <a href="#">IMC 563</a> .

## Track - Academic

REQUIREMENT	HOURS	DESCRIPTION
<a href="#">Jour 651</a>	3	Complete <a href="#">Jour 651</a> with a grade of C or better.
<a href="#">Jour 552</a>	3	Complete <a href="#">Jour 552</a> with a grade of C or better.
<a href="#">Jour 654</a>	3	Complete <a href="#">Jour 654</a> with a grade of C or better.
<a href="#">Jour 655</a>	3	Complete <a href="#">Jour 655</a> with a grade of C or better.
12 hrs in concentration	12	Complete 12 hrs in area of concentration with a grade of C or better.
<a href="#">Jour 697</a>	6	Complete 6 hrs of <a href="#">Jour 697</a> with a grade of C or better.
Thesis/Project		

