

MEDIA MANAGEMENT, MASTER OF ARTS (M.A.)

Description

The Department of Mass Communications trains students in the fields of audio and video production, photojournalism, film studies, public relations, and print online journalism. The mass communications major of the 21st century is involved in the management of people and resources, as well as the development and use of new technology.

The department's faculty members are active in academic and *professional* research and creative activities relevant to the mass communications field. We strive to incorporate students in these activities, exposing them to professional environments and expectations. We have memoranda of understanding to provide media services to the City of Petersburg, Minor League Baseball, and various non-profit and educational agencies in the surrounding community. We also actively collaborate with other academic units, both within Virginia State University and in other institutions for research and media services purposes.

The department provides media related services to a variety of constituents in Central Virginia, including the digital conversion of an extensive jazz performance recording library. These digitally remastered recordings will be preserved in the VSU library and the US Library of Congress. Our students have done documentary, interview and oral history work, giving students an expanded sense of history as well as the value of mass media services in preserving and communicating history.

Mission of the Department

The mission of the Department of Mass Communications is to educate the next generation of leaders in the mass communications profession by providing academic diversity which allows the department to provide an exceptional and exciting interdisciplinary environment within.

Programs Offered

The department offers a Master of Arts degree in Media Management which is designed to provide industry professionals with additional training necessary for them to move higher in their media corporate organization. It also accepts recent undergrads seeking extended preparation as they enter the job market. The program and course descriptions appear in the Virginia State University Graduate Catalog.

Master of Arts in Media Management (36 hours) Suggested Plan

Freshman Year		
1st Semester		Credit Hours
MCOM 500	Academic Writing Workshop	3
MCOM 501	Media Mgmt/Leadership Society	3
MCOM 503	Media Research Methods	3
Credit Hours		9
2nd Semester		
MCOM 504	Communicati Theory & Criticism	3
MCOM 505	Media Convergence	3
MCOM	Professional Development Course	3
Credit Hours		9

Sophomore Year		
1st Semester		
MCOM 690	Readings & Research in Media	3
MCOM	Professional Development Course	3
MCOM	Professional Development Course	3
Credit Hours		9
2nd Semester		
MCOM	Professional Development Course	3
MCOM	Professional Development Course	3
MCOM 695	Professional Project (or MCOM 699 Thesis)	3
Credit Hours		9
Total Credit Hours		36

Thesis: A student seeking to take MCOM-699 Thesis must successfully defend the proposed thesis topic by mid-term the semester before registering for MCOM-699. If the thesis project involves doing research involving human subjects, the student must also bring the proposal before VSU's Institutional Review Board. Additional information is available on the VSU website under "Research" – look for the Office of Sponsored Research and Programs. A student should begin early to focus on a thesis or professional project concept, seeing the advice of the department faculty.