



**Master of Arts (M.A.) in
Communication
Concentration in Media & Arts
Management Promotion**

SCHOOL OF COMMUNICATION AND THE ARTS

Academic Degree Plan

<u>GETTING STARTED</u>		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
<input type="checkbox"/>	COM 500 Graduate Foundations for Communication/Arts	2	___	___
OR				
<input type="checkbox"/>	UNIV LIB Information Research & Resources ₁	0	___	___
<u>REQUIRED CORE COURSES (15 hours)</u>				
<input type="checkbox"/>	COM 600 Story, Popular Culture & Worldview	3	___	___
<input type="checkbox"/>	COM 628 Leadership Theory & Communication	3	___	___
<input type="checkbox"/>	CTV 524 The Role of the Independent Producer	3	___	___
<input type="checkbox"/>	THE 651 Theatre Promotion & Management	3	___	___
<input type="checkbox"/>	COM 691 Culminating Project Preparation	0	___	___
<input type="checkbox"/>	COM 696 Directed Project	3	___	___
<u>ELECTIVE COURSES (18 hours)</u>				
<i>Choose one of the following Research courses</i>				
<input type="checkbox"/>	COM 601 Media Research & Analysis	3	___	___
<input type="checkbox"/>	LMOL 603 Organizational Research, Analysis & Problem-Solving	3	___	___
<i>Choose 3 credit hours from the following Business Plan & Finance courses</i>				
<input type="checkbox"/>	CTV 522 The Story Development Process	3	___	___
<input type="checkbox"/>	CTV 523 Production and Post Management	3	___	___
<input type="checkbox"/>	CTV 524 Role of the Independent Producer	3	___	___
<input type="checkbox"/>	ENTR 651 Investment, Financing, & Funding Relationships	3	___	___
<i>Choose one of the following Law courses</i>				
<input type="checkbox"/>	COM 614 Issues in Media Law & Ethics	3	___	___
<input type="checkbox"/>	MLAW 521 Contract Law	3	___	___
<input type="checkbox"/>	MLAW 623 Non-Profit Organizations	3	___	___
<input type="checkbox"/>	MLAW 628 Employment Law	3	___	___
<input type="checkbox"/>	MLAW 655 Negotiations	3	___	___

Continued

Choose one of the following Marketing, Image, & Promotion courses

<input type="checkbox"/>	COM 607	Social Media & Internet Marketing	3	_____	_____
<input type="checkbox"/>	COM 652	Crisis Communication & Org. Image	3	_____	_____
<input type="checkbox"/>	MKTG 631	Advertising & Promotion	3	_____	_____
<input type="checkbox"/>	MKTG 634	Viral Marketing	3	_____	_____

Choose at least four additional elective hours from courses listed above ²

<input type="checkbox"/>	_____	_____	1-3	_____	_____
<input type="checkbox"/>	_____	_____	1-3	_____	_____

TOTAL HOURS 33+

Program delivered entirely online with an option to complete a large proportion of the degree on campus.

Graduation Requirements

Complete 33 credit hours.
Degree must be completed within 5 years.
Maintain a minimum cumulative GPA of 3.00

Notes

¹ Students are registered for COM 500 based on their admissions writing sample score. Students are required to take UNIV LIB but it is waived if a student successfully completes COM 500.

² Students select an additional 6 elective hours from courses listed to achieve a total of 33 credit hours. At least 6 credit hours in the degree must be taken from courses outside the School of Communication and the Arts.

³ Capstone course must be taken during final semester.

* Students who don't possess an undergraduate degree in Mass Communication, Public Relations, Journalism or a similar discipline will also be required to initially complete an additional 3 credit course, COM 504.

*Regent University has the right to add to or change this worksheet. **This Degree Worksheet is an unofficial document.**

*Continued***SUGGESTED COURSE SEQUENCE - 2 YEAR PLAN*****Fall Term 1**

COM 500	2
UNIV LIB	0
CTV 524	3
Total	<u>5</u>

Spring Term 1

COM/JRN 600	3
COM/JRN 601 or LMOL 603	3
Total	<u>6</u>

Summer Term 1

COM/JRN 628	3
Marketing, Image, & Promotion Course	3
Total	<u>6</u>

Fall Term 2

THE 651	3
General Elective	3
Total	<u>6</u>

Spring Term 2

Law Elective	3
Business Plan & Finance Elective	3
COM 691	0
Total	<u>6</u>

Summer Term 2

General Elective	3
COM/CTV or THE 696	3
Total	<u>3</u>

*Alternative sequences may be available. Please confirm with your SEP and the Course Planning Tool for additional information and contact Academic Advising with any questions or concerns.