



SCHOOL OF COMMUNICATION AND THE ARTS

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

Academic Degree Plan

<u>GETTING STARTED</u>		<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
☐ COM 500	Graduate Foundations for Communication/Arts	2	_____	_____
OR				
☐ UNIV LIB	Information Research & Resources ₁	0	_____	_____
 <u>REQUIRED CORE COURSES (15 hours)</u>				
☐ COM 600	Story, Popular Culture & Worldview	3	_____	_____
☐ COM 628	Leadership Theory & Communication	3	_____	_____
☐ FILM 520	Business Strategy & Analysis of Film & Media	3	_____	_____
☐ THE 651	Theatre Promotion & Management	3	_____	_____
☐ COM 691	Culminating Project Preparation	0	_____	_____
☐ COM 696	Directed Project	3	_____	_____
 <u>ELECTIVE COURSES (18 hours)</u>				
<i>Choose one of the following Research courses</i>				
☐ COM 601	Media Research & Analysis	3	_____	_____
☐ LMOL 603	Organizational Research, Analysis & Problem-Solving	3	_____	_____
 <i>Choose one of the following Business Plan & Finance courses</i>				
☐ FILM 550	Story Development for Production	3	_____	_____
☐ FILM 521	Strategic Management of Production	3	_____	_____
☐ FILM 523	Perspectives in Film & Media Financing	3	_____	_____
☐ ENTR 651	Investment, Financing, & Funding Relationships	3	_____	_____
 <i>Choose one of the following Law courses</i>				
☐ COM 614	Issues in Media Law & Ethics	3	_____	_____
☐ MLAW 521	Contract Law	3	_____	_____
☐ MLAW 622	Non-Profit & Church Organizations	3	_____	_____
☐ MLAW 628	Employment Law	3	_____	_____
☐ MLAW 655	Negotiations	3	_____	_____

Continued

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

☐	COM 607	Social Media & Internet Marketing	3	_____	_____
☐	COM 652	Crisis Communication & Org. Image	3	_____	_____
☐	MKTG 631	Advertising & Promotion	3	_____	_____
☐	MKTG 634	Viral Marketing	3	_____	_____

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

☐	_____	_____	3	_____	_____
☐	_____	_____	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
FILM 520	3
Total	5

Spring Term 1

COM/JRN 600	3
COM/JRN 601 or LMOL 603	3
Total	6

Summer Term 1

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

Fall Term 2

THE 651	3
General Elective	3
Total	6

Spring Term 2

Law Elective	3
Business Plan & Finance Elective	3
COM 691	0
Total	6

Summer Term 2

General Elective	3
COM/FILM or THE 696	3
Total	3

*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.