REGENT UNIVERSITY

SCHOOL OF COMMUNICATION AND THE ARTS

Master of Arts (M.A.) in Communication
Concentration in Media & Arts Management Promotion
Academic Degree Plan

			Hrs	Sem	Grade
GETTING STARTED					
☐	COM 500	Graduate Foundations for Communication/Arts	2	____	____
		OR			
☐	UNIV LIB	Information Research & Resources [1]	0	____	____
REQUIRED CORE COURSES (15 hours)					
☐	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	____	____
ELECTIVE COURSES (18 hours)					
Choose one of the following Research courses					
☐	COM 601	Media Research & Analysis	3	____	____
☐	LMOL 603	Organizational Research, Analysis & Problem-Solving	3	____	____
Choose one of the following Business Plan & Finance courses					
☐	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	____	____
Choose one of the following Law courses					
☐	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	____	____

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	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.

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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.