

MASTER OF SCIENCE IN JOURNALISM AND MEDIA COMMUNICATION

The M.S. in Journalism and Media Communication is for students interested in understanding media and communication theories, research, and best practices to apply to their existing or future careers. As both a theoretical and applied scholarly program, students can develop expertise in any of the following four areas: digital culture and identities, science communication, strategic communication (public relations and advertising), and finally, storytelling, media, and democracy.

[Students interested in graduate work should refer to the Graduate and Professional Bulletin](https://journalism.colostate.edu/ms-program/) and Department of Journalism and Media Communication (<https://journalism.colostate.edu/ms-program/>).

Learning Objectives

Upon successful completion of the Plan A version, students will be able to:

1. Demonstrate vital critical, conceptual, and analytical skills.
2. Describe theory and research methods.
3. Conduct original research on a communication-related problem or issue.

Upon successful completion of the Plan B version, students will be able to:

1. Demonstrate vital critical, conceptual, and analytical skills.
2. Describe theory and research methods.
3. Use communication theories and methods to solve a particular communication problem for a specific organization.