

MASTER OF COMMUNICATIONS AND MEDIA MANAGEMENT, PLAN C (M.C.M.M.)

The Master of Communications and Media Management, Plan C (M.C.M.M.) is designed for students with a bachelor's degree seeking to transition to a communication-related career, or for those seeking to move up into a management role in their present media profession. The rapid rate of technological change in media technology has created a need for constant retraining and the acquisition of new multimedia knowledge and management skills. The program curriculum is designed to provide students with a comprehensive overview of "new media" developments. Upon completion of the program, students are prepared to strategize and manage specific communications projects, as well as manage and direct staff members or contract workers in a communications unit within a corporate, educational, or nonprofit organization.

Students interested in graduate work should refer to the Graduate and Professional Bulletin (<http://catalog.colostate.edu/general-catalog/graduate-bulletin/>).

Learning Objectives

Upon successful completion, students will be able to:

1. Identify theories related to current practices in communication management.
2. Compare research findings on how social media may be used to communicate with, and market services and products to, distinct state, national, and global audiences.
3. Apply hands-on experience with digital communication hardware and software tools.
4. Identify tools that students may manage after graduation, including teleconferencing and collaboration techniques used by global teams.