PUBLIC MEDIA (M.A.)

Concentrations

Public Media master's students choose between a concentration in either Multiplatform Journalism or Strategic Communication.

The concentration section of the required curriculum consists of two courses in the concentration area, with a list of courses offered by our department in each area. Students are **strongly encouraged**, though not required, to choose courses related to their concentration of choice for their electives and when choosing their Fundamentals courses.

Multiplatform Journalism

Multiplatform journalism includes the production and distribution of audio, video, and interactive web content. Concentrators will gain knowledge of the workings and history of commercial and nonprofit media, deep knowledge of journalistic norms and ethical standards, and a complete palette of multimedia reporting skills.

Courses in this group have the PMMJ attribute.

These are advanced courses in the Multiplatform Journalism concentration of the Public Media M.A. program. These courses may involve reporting in one medium like print—or they may involve multimedia production. The courses in this area include general reporting classes focusing on one medium (like audio reporting or video reporting) and also specialized reporting courses that address one specific subject area (like investigative journalism or criminal justice reporting).

Course	Title	Credits
PMMA 6101	Audio Narrative (Reporting and Production)	3
PMMA 6102	Video Narrative (Reporting and Production)	3
PMMA 6103	Data Journalism and Interactive Graphics	3
PMMA 6104	Alternative and Advocacy Journalism	3
PMMA 6105	Cross-Platform Journalism	3
PMMA 6106	Online Journalism	3
PMMA 6107	Opinion Writing	3
PMMA 6108	Advanced Interviews and Profiles	3
PMMA 6109	First Person Journalism	3
PMMA 6110	Digital Storytelling	3
PMMA 6111	Advanced Writing and Enterprise Reporting	3

Strategic Communication

Strategic Communication includes social media marketing, public relations, fundraising, and advocacy for nonprofits, the public sector, and social enterprises. Concentrators will gain knowledge of strategic communication theory and practice, skills to create and circulate cross-platform (audio, video, text, social) communication strategies, and the ability to engage emerging digital tactics—social media marketing, outreach and development, web analytics and mobilization strategies.

Courses in this group have the PMSC attribute.

These are advanced courses in the Strategic Communication concentration of the Public Media M.A. program. They cover subjects including marketing, branding, strategic messaging, public relations, reputation management, and political communication.

Course	Title	Credits
PMMA 5204	Civic Media	3
PMMA 5206	Social Media and Political Campaigns	3
PMMA 6104	Alternative and Advocacy Journalism	3
PMMA 6201	PR for the Public Interest	3
PMMA 6203	Marketing, Branding, & Fundraising in the Public Interest	3
PMMA 6204	Cross-Platform Comm Strategies	3
PMMA 6205	Online Analytics and Metrics	3
PMMA 6206	Persuasion and Public Opinion	3
PMMA 6208	Data and Communication	3
PMMA 6209	Storytelling for Public Good	3
PMMA 6211	Public Relations and Strategic Communication for Nonprofits	3
PMMA 6212	Digital Media and Advocacy	3
PMMA 6213	Advanced Branding Practices to Drive the Public Interest	3