About the Program
The master's program in Media Studies and Production provides graduate students with both scholarly and professional training. Many students concentrate wholly on the department's scholarly curriculum as excellent preparation for doctoral training. Others desire professional media training. This may involve preparation for a number of career options, including corporate communication, marketing and research, mass media and new media production, media management, and media publicity and advertising.

Time Limit for Degree Completion: 5 years

Campus Location: Main

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Interdisciplinary Study: Departmental courses must constitute a minimum of 19 of the 36 credits required to graduate. Provided this requirement is met, students are free to take courses in other departments and pursue an interdisciplinary focus.

Affiliation(s): Department faculty members and students regularly present research at established communications associations, such as the Association for Education in Journalism and Mass Communication (AEJMC), Association of Internet Researchers (AoIR), Association for Media and Communication Research (IAMCR), Broadcast Education Association (BEA), Eastern Communication Association (ECA), International Communication Association (ICA), and National Communication Association (NCA).

Study Abroad: Students can register for the Summer program at Temple London.

Areas of Specialization: The program focuses on three areas of interest:

1. Communication Scholarship covers the history, economics, law, regulation, and policy pertaining to broadcast, cable, and new technology industries in both national and international contexts; social processes such as the psychology, sociology, cultural study, and politics of both media and communications technology, particularly as related to their impact on everyday life; and the analysis of the behavior and management of communications systems, particularly in terms of the media, telecommunication industries, digital platforms, and institutions.

2. Media Business covers corporate communications; media management, marketing, and research; and media publicity and advertising.

3. Media Production covers TV, radio, digital platforms, multimedia production, and emergent communication technologies.

Job Prospects: Given that all institutions engage with media in today’s society, graduates find positions in academia, the corporate sector, government/public service, nonprofit organizations, and private media.

Non-Matriculated Student Policy: Non-matriculated students are encouraged to begin with introductory and required courses. If accepted to the program, those courses may be applied toward the degree program, provided grade requirements have been met. Consistent with Graduate School policy, students are permitted to take up to 9 credits before deciding whether to apply formally to the program.

Financing Opportunities: Scholarships are awarded on a competitive basis by the admissions committee.

Admission Requirements and Deadlines

Application Deadline:

Fall: February 15

Applications are processed through the deadline.

APPLY ONLINE to this graduate program.

Letters of Reference:

Number Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty, professional supervisors, or others familiar with the applicant's academic or professional competence. At least one letter should be from an academic reference.

Bachelor's Degree in Discipline/Related Discipline: A baccalaureate degree in Communication, Media Studies, or the Humanities or Social Sciences is required.

Statement of Goals: In approximately 1,000 words, explain:
• How the M.A. in Media Studies and Production will advance your research goals, career goals, and intellectual objectives; and
• Your interests, experiences, and academic or research achievements that you bring to the program.

This statement is used to assess your institutional fit, i.e., how you will benefit from our program and what you will contribute to our learning community. Toward this end, please review the descriptions of our program, curriculum, and faculty, and incorporate this content into your statement. The strongest statement integrates your answers to the above prompts into a coherent essay.

**Standardized Test Scores:**
GRE: Optional. Scores that are submitted are preferred to be at least 60% verbal and at least 25% quantitative. A writing score of at least 3.5 is recommended.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master’s degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:
- TOEFL iBT: 100
- IELTS Academic: 7.0
- PTE Academic: 68

**Resume:** Current professional resume or curriculum vitae is required.

**Writing Sample/Production Portfolio:** If you elect to not submit GRE scores, you are required to submit one of the options below so that your readiness and ability/potential to engage rigorously with graduate-level work can be assessed:

1. A formal academic paper from your undergraduate work that represents your best academic writing. Please include a cover sheet on which you indicate:
   a. your name,
   b. the institution where you took the course for which the paper was produced,
   c. the course number and title of the course for which the paper was written,
   d. the professor for whom you wrote the paper, and
   e. the term in which you took the course.

2. Professional writing samples that you produced in a professional capacity, such as published news articles or press releases. Please include a cover sheet indicating in what publication and on what date the material was published.

3. A production portfolio that includes professionally or academically produced video, audio, or web material. Please submit an academic essay that explains how theory and research inform the production portfolio, indicating your role in the production, where the material was produced, and the date.

**Transfer Credit:** Up to 8 credits of graduate coursework may be transferred into the master's program, subject to the approval of the department's Graduate Faculty. To request the transfer of credits, a student must complete and submit a "Request for Transfer of Graduate Credit" form, found in TUPortal under the Tools tab within "University Forms," to the Lew Klein College of Media and Communication's Graduate Office during the first term of matriculation so that her/his future curriculum can be properly planned. Additional details on credit transfer are available in the M.A. manual. The maximum number of credits a student may transfer is 8.

**Program Requirements**

**General Program Requirements:**
Number of Credits Required Beyond the Baccalaureate: 36

**Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSP 5011</td>
<td>Introduction to Communication Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MSP 5114</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MSP 9845</td>
<td>Masters Colloquium</td>
<td>1</td>
</tr>
</tbody>
</table>

Select at least one of the following:
- MSP 5021 Media Institutions
- MSP 5042 Media Technology and Culture

Total: 3

**Courses in Area of Interest**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSP 9333</td>
<td>Master Colloq/Comp Exam</td>
<td>6</td>
</tr>
</tbody>
</table>

Total: 20
<table>
<thead>
<tr>
<th>Total Credit Hours</th>
<th>36</th>
</tr>
</thead>
</table>

1. When required courses have been completed, students may pursue coursework in a focal area of their choice: Communication Scholarship, Media Business, or Media Production.

It is recommended that students adhere to the following timeline for degree completion:

**Year 1**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSP 5011</td>
<td>Introduction to Communication Concepts</td>
</tr>
<tr>
<td>MSP 5114</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>MSP 9845</td>
<td>Masters Colloquium</td>
</tr>
<tr>
<td>Term Credit Hours</td>
<td>7</td>
</tr>
</tbody>
</table>

**Spring**

Select one of the following:

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

Select two courses in area of interest:

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
</tr>
</tbody>
</table>

**Year 2**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select three courses in area of interest</td>
<td>10</td>
</tr>
</tbody>
</table>

**Spring**

Select one of the following:

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

Select one course in area of interest:

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credit Hours:** 36

---

1 Coursework is taken in a focal area of the student's choice: Communication Scholarship, Media Business, or Media Production.

**Culminating Events:**

*Master's Thesis or Project:*

Students can elect to complete a thesis or master's project.

*Comprehensive Examinations:*

Upon completion of all or most coursework and all other requirements, the student who elects not to complete a thesis or master's project must take comprehensive examinations. The comprehensive examinations are a set of written tests on several subjects, that may, if necessary, be followed by oral discussions. As the student nears coursework completion, s/he should discuss with the advisor the constitution of the Comprehensive Examination Committee and the topics of the examinations. During this period, the student is also advised to check with prospective faculty members concerning their willingness and ability to serve as members on the committee. This should be done sometime during the student's third term of study. The comprehensive exams are taken during the final term of study.

The examinations cover the discipline of media and communication, not the precise coursework taken by a given student. The student is examined in three areas that s/he determines in conjunction with her/his committee. Each area is represented by the question(s) of one committee member. The questioner in each examination area may be understood to be the lead or main reader for that area. The three areas are chosen from Communication Behavior, Communication History, Communication Institutions, Communication Message Systems, Communication Research Methodology, Communication Theory, and an optional area.

The form of the examinations is determined by the student and the Comprehensive Examination Committee. Each of the three examinations can be taken either in office or at home, either with or without the use of notes and/or books, and for a period of a few hours to a week. In all cases, the written portion of the examination must be completed within a 14-day period. In-office examinations may not exceed four hours.

The student must answer every question on the examination in order to be evaluated. Evaluators look for an understanding of core concepts, application of relevant materials, informed responses, and careful writing. Additional standards may be applied by individual faculty members. All members of the Comprehensive Examination Committee evaluate each answer and convey their assessments to the committee chair within three weeks of receiving
the examinations. First, each content area is graded on a pass/fail basis. To pass in a given area, the majority of committee members (i.e., no fewer than two) must accept the answer(s). Included in this majority approval must be that of the area examiner (i.e., the lead reader). Second, to pass the comprehensive examinations, the Comprehensive Examination Committee must also determine that the overall written (and oral, if required) performance across all questions and areas is adequate. Thus, it is possible that a student may discharge each area just passably but have such a weak overall performance that s/he fails the comprehensive examinations.

The examinations are scheduled by the student and her/his committee members. The student must complete all of the examinations within the 90 days following the approval of the student’s Comprehensive Examination Committee. If 90 days elapse from the approval-of-committee date without completion, the process must be started again from the beginning. Examinations may be scheduled any time during the regular academic term, either Fall or Spring.

Contacts

Program Web Address:
https://klein.temple.edu/academics/graduate-programs/master-arts-media-studies-and-production

Department Information:
Lew Klein College of Media and Communication
Office of Research and Graduate Studies
2020 N. 13th Street, 344 Annenberg Hall
Philadelphia, PA 19122-6015
kaitlin.pierce@temple.edu
215-204-8560

Submission Address for Application Materials:
https://apply.temple.edu/Klein/

Department Contacts:
Admissions:
Kaitlin Pierce
kaitlin.pierce@temple.edu
215-204-8560

Graduate Chairperson:
Clemencia Rodriguez
clemencia@temple.edu
215-204-5752

Chairperson:
Jan Fernback
fernback@temple.edu
215-204-3041

Courses
MSP 5011. Introduction to Communication Concepts. 3 Credit Hours.
This class reviews various theoretical frameworks that have served as foundations for and have shaped the study of human communicative behavior in the form of mediated communication. It will sort out pivotal traditions of study, topics of debate, and conceptual problems in media studies, concentrating on theory development in the United States and Europe. Whether you are interested in pursuing a Ph.D. or in developing skills as a media practitioner, this course provides the necessary background to acquiring a deep understanding of the nature and practices of mediated communication.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.
MSP 5021. Media Institutions. 3 Credit Hours.
History and societal role of the mass media with an emphasis on the internal structure and workings of the mass media industries and their interaction with government and the public.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 5041. Communication Content and Behavior. 3 Credit Hours.
Study of parametric and nonparametric statistics and electronic data processing in the context of mass communication research problems, with an emphasis on multivariate analyses.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 5042. Media Technology and Culture. 3 Credit Hours.
This course examines the relationships between technological developments and artifacts and cultural transformations. With a grounding in critical texts addressing the complex interplay between culture and media technologies, the course investigates the significance of both in social power, human agency, consciousness, identity, socio-political realities, public policy, knowledge, and the environment.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May be taken concurrently
AND (MSP 5114|Minimum Grade of B-|May be taken concurrently)

MSP 5110. Introductory Topics in Media Studies & Production. 1 to 4 Credit Hour.
Specific topic varies each semester. Please view course subtitle or consult with instructor for details.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 5114. Communication Research Methods. 3 Credit Hours.
The underlying philosophy and survey of research methods as tailored to media issues. Topics include market research, rating systems, polling, surveys, depth interviews, content analysis, focus groups, ethnography, and field and laboratory experiments.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 5246. Social History Mass Comm. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 5310. Introductory Topics in Media Studies & Production. 1 to 4 Credit Hour.
Specific topic varies each semester. Please view course subtitle or consult with instructor for details.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.
MSP 5547. MA Project Workshop. 3 Credit Hours.
This workshop-style course gives students the preproduction and previsualization tools needed to design and produce a well-crafted, well-researched media production for their Media Studies and Production Master of Arts final graduate project.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of C|May be taken concurrently)
AND (MSP 5114|Minimum Grade of C|May be taken concurrently)

MSP 5551. New Media Literacies. 3 Credit Hours.
Examines the intersection of education and participatory culture, literacy and technology change, the knowledge gap, informal learning and knowledge communities, emerging social skills and cultural competencies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

MSP 5555. Communication in Media Organizations. 3 Credit Hours.
Whether managing the department of a television station or network, a broadband content site, a radio station or other media company, understanding how to work and lead within media organizations means understanding how to be an effective communicator for this unique field. This course is designed to blend the scholarship and foundational research on communication to explore communication skills within today's media organizations. It focuses on communication from leader to worker(s), from worker to leader(s), from peer to peer, within teams, inside the structures and outside. It also covers differences in communication styles and their effectiveness in large organizations, moderate and small businesses, team settings, cyber teams and when working independently. Topics include conflict resolution, managing cross-cultural workplaces, the impact of technology, online communication, emotions in the workplace, and current global trends. As an online class, work will consist of independent readings, weekly postings to a course online discussion board, online live chats, writing video commentaries, content review exams and a final project on a related topic.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 5563. Art and Business of Recording. 3 Credit Hours.
An examination of the creative, business, and legal issues involved in the process of a music recording project from the perspective of the Record Producer. Students develop skills related to the understanding of music industry contracts, project budgeting and financing, copyright and publishing. Significant time is also spent analyzing current industry trends, developing leadership skills, and individual growth of a unique production style within an historical perspective.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

MSP 5701. Producing and Directing. 4 Credit Hours.
The theory and practice of television producing and directing techniques. Students will pitch original project ideas and work in small groups as a production company, focusing on longform works of TV/video production and will produce a quality television program from inception to completion. Students will also engage in writing for TV, casting, and editing in order to develop a professional and creative portfolio piece.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

MSP 5702. MA Documentary Production and Studies. 3 or 4 Credit Hours.
This course is designed to help students create informative, engaging, thoroughly researched short documentary video from inception through creation. Students will gain experience as producers, directors, and editors of nonfiction audio/visual media. To provide practical and authentic experiences, most classes will mix topical class discussions with screenings, hands-on practice in areas of idea generation, research tools, production basics, editorial logic, interview design, production management, legal and fiscal responsibility, rights, clearance, fair use, funding, and distribution.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.
MSP 5788. Television Production Workshop. 8 Credit Hours.
Development of weekly half hour television programs exploring Philadelphia. Focuses on meeting professional standards in content, form, and technical quality. Summer only.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 5887. Graduate Radio Practicum. 1 to 4 Credit Hour.
Students design and produce radio announcing and talk show projects.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 8010. Intermediate Topics in Media Studies and Production. 3 Credit Hours.
Topic varies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 8110. Intermediate Topics in Media Studies and Production. 4 Credit Hours.
Topics vary.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 8221. History of Electronic Media. 3 Credit Hours.
Examination of the social, political, and technological history of electrical communications in the U.S., from forerunners of the telegraph through the modern telephone and integrated services of digital and broadband networks.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MSP 5021|Minimum Grade of B-|May not be taken concurrently.

MSP 8252. Law and Ethics of Digital Media. 3 Credit Hours.
Discussion of the legal and ethical issues facing the media in an online environment.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 8254. Public Information Media Campaigns. 3 Credit Hours.
An examination of the use of theory and research in the design, implementation and evaluation of public information campaigns conducted via mass and other media. Students learn about key theories and research techniques regarding campaigns to affect knowledge, attitudes and behaviors on issues related to the individual and social good such as smoking, drug abuse, safe sex, recycling, animal welfare, disaster relief and many others. They then apply this knowledge by creating, conducting and evaluating a complete campaign conducted on campus.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)
MSP 8275. #ourmedia: Community, Activist, Citizens' and Radical Media. 3 Credit Hours.
All over the world, people are taking media technologies out of the hands of corporations and using them in their own unique ways: neighbors in Germantown, Philadelphia run their own radio station; the Maori of New Zealand write, direct, and produce films and TV series that reflect their realities and dreams; young women and men in Egypt and Tunisia use social media to mobilize against authoritarian regimes; and indigenous people in rural Mexico developed their own cell phone network. This course will take you on a journey around the world, exploring indigenous media in Mexico, New Zealand and Canada; radical media in Egypt and Tunisia; citizens' media in Colombia, Chile, Brazil, and Argentina; and immigrant media in Europe and the U.S. We will consider what it means for communities to create new narratives about and for themselves, outside of dominant corporate media structures. Along the way, the course will introduce issues of production, funding, regulation, technology, and design relevant to community/alternative/citizens' media.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B|May not be taken concurrently)
AND (MSP 5014|Minimum Grade of B|May not be taken concurrently)

MSP 8441. Media and Children. 3 Credit Hours.
Influence of the media on children's development. Includes problems of studying socialization effects, media usage patterns, functions of the media, effects on family interaction, social class and race, political socialization, sexual behavior, consumer behavior, music, and aggression.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 8446. Psychological Processing of Media. 3 Credit Hours.
Research and theory concerning the contemporary psychological significance of media. Topics include attention, memory, comprehension, emotional response, arousal, picture perception, unconscious processing, and person perception as they relate to traditional (radio, TV, print, film) and emerging (virtual reality, teleconferencing) media.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 8457. Political Communication. 4 Credit Hours.
Covers political communication theories, modes, means and institutions and serves as an introduction to how communication scholars study politics and the media.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 8471. Global Media. 3 Credit Hours.
Study of the economic policy and technology of the emerging global communication system. Specific issues include transborder data flow, international organizations, and issues of cultural and national sovereignty.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MSP 5021|Minimum Grade of B-|May not be taken concurrently.
MSP 8473. Information Society. 3 Credit Hours.
Covers origins of the information society, information as a commodity, micro and macro economics of information, globalization, identity and community online, privacy, security, intellectual property and new media, democracy online, and how to think about the future.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently)

MSP 8614. Creating a Media Business. 4 Credit Hours.
Principles of building one's own media business. Planning for a profit or non-profit media organization including market assessment, financing, and contracting.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 8641. Broadcast and Cable Management. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 8657. Current Issues in Media Management. 3 Credit Hours.
Marketing strategies for networks, stations, and cable systems. Topics included relationships with government, networks, employee groups, and ownership; personnel policies and supervision, budgets and reports.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MSP 5655|Minimum Grade of B-|May not be taken concurrently.

MSP 8741. Emergent Media Production. 3 Credit Hours.
A hands-on production studio/theory course in which students use new and emerging software and technologies to create web-based and mobile productions. Course involves lecture, discussion, demos, weekly blogs and project critiques.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 8985. Teach in Higher Ed: Comm. 3 Credit Hours.
Teaching in Higher Education: Communications. This course focuses on learning theory and the best teaching practices, with the aim of preparing students for effective higher education teaching.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 9333. Master Colloq/Comp Exam. 2 Credit Hours.
Comprehensive examination colloquium required for all MA students.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MSP 9787. Television Practicum. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.

MSP 9841. Seminar in Comm. 6 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.
MSP 9845. Masters Colloquium. 1 Credit Hour.
Current problems and opportunities in the field, discussions and presentations of current research, and lectures by senior scholars.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may not be repeated for additional credits.

MSP 9983. Directed Readings in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 344 Annenberg Hall.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for additional credit.

MSP 9985. Internship. 1 to 4 Credit Hour.
Open only to MSP MA students with at least 20 semester hours completed. Students work as unpaid interns at compatible media industries and organizations. Enrollment limited to availability.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for additional credit.

MSP 9991. Directed Projects in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 344 Annenberg Hall.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for additional credit.

MSP 9996. MA Thesis/Project. 1 to 8 Credit Hour.
MA Thesis/Project. No more than six credits may be counted toward the degree. See MSP Policies and Procedures.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

**Repeatability:** This course may be repeated for additional credit.