The program prepares students to function in today’s diverse, complex media environment.
Why choose Texas State?

The program curriculum blends scholarly theory and research with professional mass communication skills-based courses. It is geared toward working professionals with or without a mass communication background to provide them with updated skills.

Most students complete the program in less than two years. Students can earn internship credit and also have the opportunity to enroll in study abroad courses.

Graduates from the program are leaders, innovators and strategists in media organizations such as The New York Times, CNN, NPR, Spredfast, Volusion and more.

Course Work

The master’s program offers concentrations in strategic communication, digital media and global media with options to complete a thesis or professional project. Students in either option will end their studies with a comprehensive oral examination.

Courses address a variety of topics such as media writing, video production, web design, content management, strategic communication campaigns, analytics, and international communication issues. Students can take classes in face-to-face, online or hybrid formats.
Department Mission

The mission of the School of Journalism and Mass Communication is to pursue excellence. The program strives to cultivate strong professional skills to prepare students for careers in mass communication by educating them in the theoretical foundations, research, analytical and digital concepts needed to succeed in a changing media industry. The program promotes diversity, scholarly integrity and creativity to produce the next generation of industry leaders.
Faculty
The School of Journalism and Mass Communication has a diverse graduate faculty with varied expertise and skills. Faculty members have won national and international recognition for their teaching, research and service. Graduate faculty members have published in a range of peer-reviewed journals in areas of their expertise such as digital media diffusion, international media issues, violence in the media, media law, gender/race and the media, as well as advertising and public relations.

Career Options
Students completing the master of arts in mass communication work in various positions such as web producers, digital strategy/technology consultants, web and social media editors, social media specialists, media relations managers, editors, strategic communication managers, multimedia journalists and public relations professionals. Students have also launched their own media businesses offering digital and social media consultancy services while others pursue doctoral degrees.
**Important Deadlines**

**Admissions**
- Fall: February 1
- Spring: October 1
- Summer: No admission

Applications will continue to be considered on a space-available basis after the deadline.

**Funding: Scholarships, Fellowships and Assistantships**
Applications must be complete by the priority deadline to be considered for certain types of funding.

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**How to Apply**

For information regarding admission requirements and submission instructions, please visit:

gradcollege.txstate.edu/apply

*International applicants can view specific deadlines and requirements at:
gradcollege.txstate.edu/international

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For the most up-to-date information on deadlines, admission requirements and funding, visit:

gradcollege.txstate.edu/programs/mass-comm

**Brochure Information Current as of August 2018**
My newfound knowledge of new media and internet communications has allowed me to excel in a role where I’m constantly able to bring new ideas and perspectives to my workplace.

– Jordan Slabaugh, Vice President of Marketing at Wayin