Department Mission

The mission of the School of Journalism and Mass Communication is to pursue excellence. The program strives to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be socially responsible media professionals, scholars and citizens. The unit’s goals directly relate to the institution and college goals of having a student body that is representative of the diverse college-ready population of the state. In addition, research and creative activities are directly related to elevating the research productivity of the college and the university as an emerging research institution.

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

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The program prepares students to function in today’s diverse, complex, global and digital media environment.

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The Texas State University System
Why choose Texas State?
The program offers cutting edge curriculum synthesizing theory, research, multimedia skills, strategic, entrepreneurial and global communication skills, blending scholarly research with professional mass communication skills. Courses address a variety of topics such as digital media and innovation, social media, global media, strategic communication and Latinos and media issues.

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

Course Work
The master’s program offers the flexibility of a 33-hour thesis or a 36-hour non-thesis track. The program offers concentrations in strategic communication, digital media, global media and Latinos and media. Students on the non-thesis track take a comprehensive written exit examination, and those on the thesis track take a comprehensive oral examination as part of the oral thesis defense.

Recent graduates and working professionals with or without a mass communication background can enroll in the program. Students can take classes on campus in the evenings, on Saturday and in different formats such as hybrid/blended and online.

Faculty
The School of Journalism and Mass Communication has a group of diverse and strong 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, uses and applications, international media issues, violence in the media, media law, gender, race and media, 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 15
Summer/Summer midterm: February 1

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 funding.

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/intl_home

For information on deadlines, admission requirements and funding, visit: gradcollege.txstate.edu/mass_comm