Business Journalism, MS

Whether covering news and events, launching corporate investigations or analyzing financial documents, the MS degree in business journalism offers you valuable training unique to this segment of the communications landscape. Develop communications expertise and learn the business fundamentals crucial to reporting on the story behind every story.

Program Description

Degree Awarded: MS Business Journalism

The MS degree program in business journalism includes journalism and business coursework offered by the Walter Cronkite School of Journalism and Mass Communication and the W. P. Carey School of Business. The program is designed to give journalists and communications professionals around the world a competitive edge in the globally expanding job market in business journalism and related fields. The program may be completed in as few as one-and-a-half years.

At a Glance

- College/School: Walter Cronkite School of Journalism & Mass Comm
- Location: online

Degree Requirements

30 credit hours including the required applied project (MCO 593)

Required Core (27 credit hours)
ACC 501 Basics of Financial Performance Reporting and Analysis (1.5)
ACC 504 Basics of Internal Measures of Success: Managerial Accounting (1.5)
ECN 504 Basics of Decisions, Market Structure and Games: Managerial Economics (3)
MCO 503 Media Law (3)
MCO 550 Issues in Coverage of Business and the Economy (3)
MCO 551 Better Business Reporting (3)
MCO 552 Data in Business Journalism (3)
MCO 556 Media Entrepreneurship (3)
MGT 501 Basics of Leading People, Teams and Organizations: Organization Theory (3)
WPC 504 Basics of Understanding Facts: Statistics for Managers (3)

Culminating Experience (3 credit hours)
MCO 593 Applied Project (3)

Admission Requirements

Applicants must fulfill the requirements of both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.

Applicants are eligible to apply to the program if they have earned a bachelor’s or master’s degree in journalism, mass communication, public relations, business or a closely related field from a regionally accredited institution, and have some professional communications experience.

Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = “A”) in the last 60 hours of their first bachelor’s degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = “A”) in an applicable master’s degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement
4. resume
5. proof of English proficiency

Additional Application Information
An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency. A TOEFL score of at least 100 on the internet-based test is required. Applicants can have these scores automatically submitted to ASU and the Cronkite School by using institution code 4007.

Attend Online
ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Contact Information

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