Master of Mass Communication, MMC

In as few as 12 months, get immersive, hands-on experiences that prepare you to report and produce content across platforms. You have the chance to dive deeper into narrative writing, advanced broadcast production, data journalism, health reporting, business reporting, Spanish-language news, transborder coverage, strategic communications or digital entrepreneurship.

Program Description

Degree Awarded: MMC Mass Communication

The Walter Cronkite School of Journalism and Mass Communication's 12-month MMC degree program uses the teaching hospital model to immerse students in the practice of journalism and prepare them for careers in today's rapidly evolving media industry.

This 36 credit hour program begins with a multimedia boot camp in which students learn to report and produce content for digital and broadcast platforms. Students learn how to navigate a rapidly evolving media environment through classes and a symposium specifically focused on the future of journalism. The program culminates in a professional immersion experience in one of the Cronkite School's news bureaus in Los Angeles, Phoenix or Washington, D.C. Working under the guidance of award-winning journalists, these capstone programs offer real-world experience in a professional news environment.

The Cronkite School is housed in a world-class facility in the heart of downtown Phoenix, the nation's fifth largest city and 11th largest media market. The school is also home to Arizona PBS. Student journalists can walk to the state's largest newspaper, to the NBC and Fox television affiliates and to major events at city hall, government agencies and sporting and cultural venues.
The cornerstone of the graduate program is the journalism school’s professional programs:

Cronkite News Phoenix --- Students produce a daily newscast on Arizona PBS, reaching 1.9 million households, and digital content for cronkitenews.azpbs.org. Cronkite News social platforms and partner sites across Arizona. https://cronkite.asu.edu/content/masters-degree-journalism

Cronkite News Washington --- Students cover Congress, the White House and the U.S. Supreme Court for Cronkite News and partner newsrooms. https://cronkite.asu.edu/real-world-experiences/professional-programs/cronkite-news-washington

Cronkite News Los Angeles --- Students report for Cronkite News and partner with newsrooms from the second-largest media market in the country. https://cronkite.asu.edu/real-world-experiences/professional-programs/cronkite-news-la

Cronkite Noticias --- Students produce Spanish-language news for digital and broadcast platforms in collaboration with Univision Arizona. https://cronkite.asu.edu/real-world-experiences/professional-programs/cronkite-noticias

TV Science Magazine --- Students produce long-form video storytelling about scientific research and breakthroughs for broadcast on Arizona PBS. https://cronkite.asu.edu/real-world-experiences/professional-programs/tv-science-magazine

Carnegie-Knight News21 --- Students produce major national investigations in partnership with newsrooms such as The Washington Post and NBCNews.com. https://cronkite.asu.edu/real-world-experiences/professional-programs/carnegie-knight-news-21
New Media Innovation and Entrepreneurship Lab --- Journalism, engineering, design and business students work together to create cutting-edge digital products and launch new businesses. 
https://cronkite.asu.edu/real-world-experiences/professional-programs/new-media-innovation-entrepreneurship

Public Relations Lab --- Students work in a strategic communications agency environment to develop campaigns for clients ranging from Fortune 500 companies to startups. 
https://cronkite.asu.edu/real-world-experiences/professional-programs/public-relations-lab

Digital Audiences Lab -- Students work in a first-of-its-kind professional immersion program working with real clients to grow, engage and measure their audiences in real time. 
https://cronkite.asu.edu/real-world-experiences/professional-programs/digital-audiences-lab

This program is also offered as a dual MD/MMC degree with the Mayo Clinic. For more information, students should visit https://mayo.asu.edu/dualdegrees#MMC.

At a Glance

- **College/School**: Walter Cronkite School of Journalism & Mass Comm
- **Location**: Downtown Phoenix campus

Concurrent Program Options

This degree is also offered as concurrent degree program with:

- Legal Studies, MLS
- Sustainability Solutions, MSUS

Compare Programs
Accelerated Program Options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Journalism and Mass Communication, BA
- Sports Journalism, BA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

Degree Requirements

30 credit hours including the required capstone course (MCO 570), or
36 credit hours including the required capstone course (MCO 570)

Required Core (12 credit hours)
MCO 503 Media Law (3)
MCO 510 Data Journalism (3) or MCO 536 Public Relations Research (3)
MCO 525 21st-Century Media Organization and Entrepreneurship (3)
MCO 530 History, Philosophy and Ethics of Journalism (3) or MCO 519 Strategic Communications Leadership and Ethics (3)

Electives (6 credit hours)

Other Requirements (9 credit hours)
MCO 502 Journalism Skills (8)
MCO 504 Journalism Skills Lab (1)

Culminating Experience (9 credit hours)
MCO 570 Master of Mass Communication Capstone (9)

Additional Curriculum Information
The master's degree program is a full-time, 36 credit hour program. Students with extensive professional journalism experience may be offered the opportunity to pursue the 30 credit hour mid-career option.

Students should see the academic unit for a complete list of approved electives. Other requirement coursework may be substituted with approval of the academic unit.

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 any field, from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (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. GRE scores
4. three letters of recommendation
5. personal statement of interest (350 to 500 words in length).
6. resume
7. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. TOEFL scores must be at least 600 for the paper-based examination and 100 for the internet-based.

Scores on the quantitative and verbal sections of the GRE are required, with the verbal score being particularly important to the journalism school's graduate committee.

The Cronkite School's graduate committee reviews complete and on-time applications. Recommendations for admission are made to Graduate Admission Services, where the final admission decisions are made.

Application Deadlines

Fall

Contact Information

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Admission Deadlines