Master of Mass Communication, MMC

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 method 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. From there, students dive deeper into advanced courses in broadcast production, investigative reporting, online media, business reporting, Spanish-language news, transborder coverage or digital media entrepreneurship. Students learn how to navigate a dramatically different 21st-century 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 12th 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 they are in walking distance to cover major events at city hall, at county, state and federal agencies and at major 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/content/masters-degree-journalism](https://cronkite.asu.edu/content/masters-degree-journalism)
• Cronkite Noticias: Students produce Spanish-language news for digital and broadcast platforms in collaboration with Univision Arizona. [https://cronkite.asu.edu/content/masters-degree-journalism](https://cronkite.asu.edu/content/masters-degree-journalism)
• Carnegie-Knight News21: Students produce major national investigations in partnership with newsrooms such as The Washington Post and NBCNews.com. [https://cronkite.asu.edu/content/masters-degree-journalism](https://cronkite.asu.edu/content/masters-degree-journalism)
• 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/content/masters-degree-journalism](https://cronkite.asu.edu/content/masters-degree-journalism)

At a Glance

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

Concurrent Degrees

This degree is also offered as concurrent degree program with:

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<th>Legal Studies, MLS</th>
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<td>Sustainability Solutions, MSUS</td>
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Accelerated Degrees

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 (20 credit hours)**
MCO 502 Journalism Skills (8)
MCO 503 Media Law (3)
MCO 510 Data Journalism (3)
MCO 525 21st-Century Media Organization and Entrepreneurship (3)
MCO 530 History, Philosophy, and Ethics of Journalism (3)

**Electives (6 credit hours)**

**Other Requirements (1 credit hour)**
MCO 598 ST: Lab Observation (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.

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**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 of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's 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. 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 (regardless of current residency) must provide proof of English proficiency. 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.

Applicants should see the program website for application deadlines and admission terms, and applicants must meet all deadlines and application requirements to be considered.

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**

Walter Cronkite School of Journalism & Mass Comm | CRONK 302
cronkitegrad@asu.edu | 602-496-5555

Admission Deadlines