



Master of Arts in Mass Communication

About the Program

The M.A. in mass communication is an online degree consisting of 12 hours of required courses that include Media Research Methods, Media Theory, Media & Society, and Media Law & Ethics. In addition, students will select from 24 hours of elective courses that are designed to enable the student to concentrate in advertising and public relations, journalism, and broadcasting. The courses offered as electives include Media History, Broadcast Sales, Management Problems in Media, Media & Politics, International Media, Seminar in Advertising, Seminar in Public Relations, Seminar in Journalism, Seminar in Broadcasting, Topics in Mass Communication, Independent Study in Mass Communication, Thesis Writing, and Media Project. Students are required to complete 36 hours of total coursework and must choose from one of three options: 1) Non-Thesis, 2) Thesis, or 3) Media Project. Students may take 6 to 9-hours of electives outside of the Department of Mass Communication at the academic adviser's approval.

Non-Thesis Option

For students who want to advance as media professionals; 36 hours coursework plus successful completion of a comprehensive examination. In consultation with and approval of the graduate program coordinator, students may take 6 to 9-hours of electives outside of the department. The comprehensive examination will be administered under the direction of a committee of at least three mass communication faculty members chosen in consultation with the student's academic adviser.

Thesis (Six Hours)

For students who wish to continue their graduate studies; 30 hours coursework plus a minimum of six hours of thesis credit. The thesis will be designed and written under the direction of a graduate committee of at least three mass communication faculty members chosen in consultation with the student's academic adviser. Under certain circumstances, a faculty member from another academic discipline may serve on the student's graduate committee. In consultation with the assigned academic adviser, the student will identify a suitable topic to explore from a theoretically and methodologically sound perspective.

The Media Project (Six Hours)

For students who want to advance as media professionals; 30 hours coursework plus six hours of project credit. The media project will be written, designed, and/or produced under the direction of a graduate committee of three mass communication faculty members chosen in consultation with the student's academic adviser. Under certain circumstances, a faculty member from another academic discipline may serve on the student's graduate committee.

Projects may include but are not limited to:

- A major digital media project
- A management plan for a media organization
- An advertising campaign for a national client, including research, target-market definition, branding, print, broadcast, new media, related material, and a narrative explaining sources, problems and theoretical basis
- A public relations campaign for a national client, including branding, press releases, annual report, event management, related material, and a narrative explaining sources, problems and a theoretical basis
- Investigative reporting for a print or online publication, including feature stories, news stories, editorials, columns, photos, and a narrative explaining sources, problems and a theoretical basis

Dates & Registration

Applications are accepted continuously. Students should take care to ensure that applications are submitted well enough in advance of each semester's [registration deadlines](#) to allow time for processing and to avoid late registration fees.

Costs & Financial Aid

Estimated Semester Costs*
(Based on Fall 2016 Tuition Costs)

Hours	In-State Online Tuition & Fees	Out-of-State Tuition & Fees
3 hours	\$1111	\$1471
6 hours	\$2210	\$2930
9 hours	\$3309	\$4389
12 hours	\$4409	\$5849

*These costs do not include all fees (course fees, lab fees, books, etc.).

Please visit the [SFA Tuition Calculator](#) for more information regarding tuition costs.

Financial aid is available to those who qualify. For more information, please contact the [SFA Financial Aid Office](#) at (936) 468-2403.

Admission Requirements & Process

Students must have at least a cumulative GPA of 2.5 for all undergraduate work or 2.8 GPA on the last 60 hours of undergraduate work completed, excluding freshmen-level classes.

Students must provide an essay to the program's graduate coordinator on their future goals and their expectations from the program.

Admission to Candidacy

The M.A. in mass communication program will be individually designed to meet the specific objectives of each student. It will take into consideration the nature of previous undergraduate work and post-graduate work completed, as well as any professional and related occupational experience. The proposed graduate program must be approved by meeting with the graduate faculty after the student has completed 12 semester hours and before the student completes 18 semester hours before being considered a candidate for the M.A. in mass communication.

How to Apply

1. Go to applytexas.org and apply to the Stephen F. Austin State University Graduate School.
2. Arrange for official transcripts from all post-secondary educational institutions attended to be forwarded to the SFA Graduate School.