

# COMMUNICATIONS AND DIGITAL MEDIA, MA

**Campus:** Online

The Dyson College of Arts and Sciences Media, Communications and Digital Arts department in Pleasantville offers a 36-credit hour online Master of Arts (M.A.) in Communications and Digital Media. (<https://online.pace.edu/graduate-programs/ma-communications-digital-media/>) The program includes 16 hours of required courses and 20 hours of elective courses. A comprehensive exam is required upon completion of the program.

Students in the MA in MCDM are required to complete either a thesis or internship for the program. The student has a choice to do either and must see program Director to gain approval for either. Both of these requirements cannot be initiated until the student has completed 20 credits or more in the program.

## Prerequisites

Admission requirements include Bachelor's degree; strong writing, verbal, and interpersonal skills; articulation of reasons supporting the decision to attend a graduate media communication arts program; academic/professional references, and knowledge of basic computer skills.

\* This program was originally titled Media and Communication Arts. It was updated to Communications and Digital Media in the 2020-2021 academic catalog on January 6, 2021.

Requirements include approved Thesis or Internship and satisfactory Comprehensive Examination.

Code	Title	Credits
<b>Required Courses</b>		
MCA 601	Industry Theory and Practice	4
MCA 603	Effective Speaking for Industry Professionals	4
MCA 610	Communications Research	4
MCA 693	Internship	4
<b>Digital Filmmaking and Media Production Track (Students May Choose 5 Courses)</b>		
MCA 639	Creative Writing for Media Professionals	
MCA 630	Digital Communications Leadership	
MCA 645	Media Innovation	
MCA 652	Digital Video Field Production	
MCA 654	Industrial Media Production	
MCA 655	Producing the Documentary	
MCA 660	Producing: Script to Schedule	
MCA 665	Current Issues in Making New Media	
MCA 671	Editing Aesthetics	
MCA 696C	Topic: Advanced Production	
MCA 680	Media Law	
MCA 681	Multi-Platform Communications	
MCA 696	Topics Course TBD	
<b>Social Media and Public Relations (Students May Choose 5 Courses)</b>		
MCA 620	Media Relations	
MCA 625	Corporate Communication and Reputation	
MCA 630	Digital Communications Leadership	
MCA 635	Organizational Communication and Social Responsibility	
MCA 640	International Communication	
MCA 645	Media Innovation	
MCA 665	Current Issues in Making New Media	
MCA 650	Ethics, Morality and the Media Industry	
MCA 670	Effective Web Architecture and Communication Design	
MCA 681	Multi-Platform Communications	
MCA 680	Media Law	
MCA 696	Topics Course TBD	

**Comprehensive Exam**

To earn the master's degree, students must pass a 4-hour, written comprehensive exam, taken at the end of their final semester. This exam simulates a real world experience and has them apply what they learned to the job.

**Total Credits**