

COMMUNICATIONS AND DIGITAL MEDIA, MA

Campus: Westchester

This 36-credit program in Communications and Digital Media can be completed within two years of full time study.

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
Required Courses		
MCA 601	Industry Theory and Practice	4
MCA 602	Writing for Organizations	4
MCA 603	Effective Speaking for Industry Professionals	4
MCA 610	Communications Research	4
MCA 693	Internship	1-4
Digital Filmmaking and Media Production Track (16 Credits - Choose 4 Courses)		
MCA 630	Digital Communications Leadership	
MCA 639	Creative Writing for Media Professionals	
MCA 645	Media Innovation	
MCA 652	Digital Video Field Production	
MCA 654	Industrial Media Production	
MCA 655	Producing the Documentary	
MCA 680	Media Law	
MCA 681	Multi-Platform Communications	
MCA 696C	Topic: Advanced Production	
MCA 696D	Editing Aesthetics	
MCA 696T	Topics: Producing: From Script to Schedule	
Social Media and Public Relations (16 Credits - Choose 4 Courses)		
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 670	Effective Web Architecture and Communication Design	
MCA 680	Media Law	
MCA 681	Multi-Platform Communications	
MCA 696	Social Media Topics	
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		30