Journalism and Media Studies
In the College of Professional Studies and Fine Arts

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Faculty
Bey-Ling Sha, Ph.D., Professor of Journalism and Media Studies, Interim Director of School
Joel J. Davis, Ph.D., Professor of Journalism and Media Studies
David M. Dozier, Ph.D., Professor of Journalism and Media Studies, Emeritus
William F. Eadie, Ph.D., Professor of Journalism and Media Studies
Barbara Mueller, Ph.D., Professor of Journalism and Media Studies
K. Tim Wulfemeyer, Ed.D., Professor of Journalism and Media Studies
Ronald J. Arceneaux, Ph.D., Associate Professor of Journalism and Media Studies
Amy Schmitz Weiss, Ph.D., Associate Professor of Journalism and Media Studies (Graduate Adviser)
Hongmei Shen, Ph.D., Associate Professor of Journalism and Media Studies
Kathleen D. Sweetser, Ph.D., Associate Professor of Journalism and Media Studies
Mei Zhong, Ph.D., Associate Professor of Journalism and Media Studies
Rebecca Coates Nee, Ed.D., Assistant Professor of Journalism and Media Studies
John M. Eger, J.D., The Lionel Van Deerlin Professor of Communication and Public Policy

Associateships
Graduate students are employed in the School of Journalism and Media Studies in teaching, research, and other areas. Graduate teaching associateships are available to a limited number of qualified students. Contact the graduate adviser for details. Please submit graduate application materials by February 1 for the subsequent fall semester.

General Information
The School of Journalism and Media Studies offers graduate study leading to the Master of Arts degree in communication with a specialization in mass communication and media studies. This degree prepares students either for additional graduate work, leadership positions in key media industries and professional areas, or teaching careers at the community college level. Graduates occupy leadership positions in advertising, journalism, media and telecommunications management, new media, public relations, and telecommunications policy, as well as enter premier doctoral programs across the country.
In addition to advertising, journalism, and public relations, research interests of faculty and students include media message and program strategies, media organizations and professionals, audience uses of media, media history, media and gender, media production, media ethics, media law, new media studies and technologies, media criticism, media management, telecommunication regulation and policy, and international media.

Admission to Graduate Study

The specialization in mass communication and media studies admits students for the fall semester only. Electronic applications must be received by February 1. Materials must be complete and received by March 1.

In addition to meeting the general requirements for admission to the university with classified graduate standing as outlined in Part Two of this bulletin, students applying for admission to the Master of Arts degree in communication with a specialization in mass communication and media studies, are evaluated according to the following criteria:
1. Undergraduate major or minor in advertising, journalism, radio-television, media studies, public relations, or a related discipline. Those lacking adequate undergraduate preparation may be admitted conditionally to the program and may be required to take one or more proficiency courses as determined by the graduate adviser. Proficiency courses do not count toward the 30 units of a student's graduate program.
2. Minimum grade point average of 2.85 (when A equals 4.0) in the last 60 semester (90 quarter) units attempted (this calculation may not include lower division courses taken after award of a baccalaureate degree). Students applying for admission should electronically submit the university application available at http://www.csumentor.edu along with the $55 application fee by February 1.
All applicants must submit admissions materials separately to SDSU Graduate Admissions and to the School of Journalism and Media Studies by March 1.

Graduate Admissions
The following materials should be submitted by February 1 as a complete package directly to:
Graduate Admissions
Enrollment Services
San Diego State University
San Diego, CA 92182-7416

(1) Official transcripts (in sealed envelopes) from all postsecondary institutions attended:
Note:
• Students who attended SDSU need only submit transcripts for work completed since last attendance.
• Students with international coursework must submit both the official transcript and proof of degree. If documents are in a language other than English, they must be accompanied by a certified English translation.

(2) GRE scores (http://www.ets.org, SDSU institution code 4682, department code 4503). All applicants must post a Graduate Record Examination (GRE) verbal score of 450 (old) or 150 (new) or higher; a GRE quantitative score of 450 (old) or 142 (new) or higher; a combined GRE verbal and quantitative score of 950 (old) or 295 (new) or higher; and a GRE writing assessment (GRE-W) of 4.0 (old and new) or higher.

(3) English language score, if medium of instruction was in a language other than English (http://www.ets.org, SDSU institution code 4682). For international applicants for whom English is not their first language, English language paper scores of 550 (or 213 online) or higher. Satisfaction of minimum requirements is not a guarantee of admission.

286 SDSU GRADUATE BULLETIN 2015-2016
School of Journalism and Media Studies

The following materials should be mailed or delivered by March 1 to:
School of Journalism and Media Studies
(Attention: Graduate Adviser)
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-4561

(1) Three letters of recommendation from academic or professional references that speak to the student's ability to succeed in graduate studies.

(2) A personal statement of purpose composed by the applicant that: a) describes the applicant's undergraduate and/or professional preparation for graduate studies in the program and b) articulates the personal and/or career objectives that graduate studies in mass communication and media studies will help the applicant pursue.

Specific Requirements for the Master of Arts Degree

(Major Code: 06011)

In addition to meeting the requirements for the Master of Arts degree as described in Part Four of this bulletin, the student must complete a minimum of 30 units in courses acceptable in master's degree programs. At least 18 units of the total program must be in courses numbered 600-799. Approval of the graduate adviser is required for all courses numbered 500-599. With the approval of the graduate adviser, students may take up to nine units of graduate coursework in departments other than the School of Journalism and Media Studies. Students may not repeat any course in their program of study without consent of the graduate adviser and instructor.

Specialization in Mass Communication and Media Studies

(Major Code: 06010) (SIMS Code: 664141)

This specialization offers advanced study for individuals seeking additional knowledge of advertising, public relations, journalistic practices, emerging communication technologies, or the impact of mass communication practices on individuals, groups, and society as a whole. The program of study is appropriate for individuals who seek to enhance their careers in journalism, advertising, or public relations; who wish to pursue careers involving new media industries; who wish to teach at the community college level; or who wish to continue studies of mass communication and media at the doctoral level. Please see the School of Journalism and Media Studies website for the most current information.

Proficiency Requirements. Individuals must demonstrate relevant undergraduate coursework for the desired area of focus within the specialization. Individuals without adequate preparation may be asked to take proficiency courses. Specific proficiency courses will be determined in consultation with the graduate adviser after admission to the program.

Graduate Courses. Students may select Plan A. thesis, by completing Journalism and Media Studies 799A (3 units) or, if Plan B is selected, the student must complete three additional units of 600-700 level coursework in the School of Journalism and Media Studies and pass the Comprehensive Examination in journalism and media studies. The remaining 27 units of the program must include completion of Journalism and Media Studies 600A and 600B with an average grade of B or better in the two courses, or consent of the Journalism and Media Studies faculty; 12 units selected from Journalism and Media Studies 506, 527, 529, 547, 550, 560, 566, 567, 574, 581, 585, 587, 590, 591, 595, 596, 620, 696, 701, 710, 780, 785, 798, and nine units relevant to the specialization selected with the approval of the graduate adviser. No more than nine units may be taken outside the School of Journalism and Media Studies. No more than six units may be taken as special study (798). No more than 12 units taken at the 500-level may count toward the degree.

Courses Acceptable on Master's Degree Programs in Journalism and Media Studies (JMS)

Refer to Courses and Curricula and Regulations of the Division of Graduate Affairs sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

UPPER DIVISION COURSES

JMS 506. Advertising and Society (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript. Theoretical and philosophical analysis of advertising in modern society.

JMS 527. Advanced Topics in Journalism (3)
Prerequisites: Journalism and Media Studies 300 with a grade of C (2.0) or better. Admission to journalism major.
Reading, investigation, and research in a specialized topic in journalism. May be repeated with new content. Maximum credit six units.

JMS 529. Data-Driven Investigative Journalism (3)
One lecture and four hours of activity.
Prerequisite: Journalism and Media Studies 420 with a grade of C (2.0) or better. Proof of completion of prerequisite required: Copy of transcript. History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

JMS 547. Advanced Topics in Media Studies (3)
Prerequisites: Journalism and Media Studies 308 with a grade of C (2.0) or better. Admission to media studies emphasis, Major Code: 15060. Reading, investigation, and research in a specialized topic in media studies. May be repeated with new content. Maximum credit six units.

JMS 550. Multimedia News Laboratory (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 420, 430 with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript. Teams prepare multimedia news content. Field and laboratory experience. Completion of course with grade of C or better is required for majors and minors.

JMS 560. Advertising Research (3)
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript. Planning, evaluation, analysis of qualitative and quantitative research across traditional, digital, and social platforms. Ethics, sampling, experimentation, data analysis, segmentation, brand mapping, advertising testing and optimization, social media metrics.

JMS 562. Advertising Creative (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript. Writing and design of advertising for traditional, digital, social, emerging media platforms. Multimedia laboratory experience. (Formerly numbered Journalism and Media Studies 461.)

JMS 585. Advertising Campaigns (3)
Prerequisites: Journalism and Media Studies 560, 562 with grades of C (2.0) or better in each course. Campaign measurement. Completion of course with grade of C or better is required for majors.

UPPER DIVISION COURSES

JMS 506. Advertising and Society (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisites required: Copy of transcript. Theoretical and philosophical analysis of advertising in modern society.

JMS 527. Advanced Topics in Journalism (3)
Prerequisites: Journalism and Media Studies 300 with a grade of C (2.0) or better. Admission to journalism major.
Reading, investigation, and research in a specialized topic in journalism. May be repeated with new content. Maximum credit six units.

JMS 529. Data-Driven Investigative Journalism (3)
One lecture and four hours of activity.
Prerequisite: Journalism and Media Studies 420 with a grade of C (2.0) or better. Proof of completion of prerequisite required: Copy of transcript. History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

JMS 547. Advanced Topics in Media Studies (3)
Prerequisites: Journalism and Media Studies 308 with a grade of C (2.0) or better. Admission to media studies emphasis, Major Code: 15060. Reading, investigation, and research in a specialized topic in media studies. May be repeated with new content. Maximum credit six units.

JMS 550. Multimedia News Laboratory (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 420, 430 with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript. Teams prepare multimedia news content. Field and laboratory experience. Completion of course with grade of C or better is required for majors and minors.

JMS 560. Advertising Research (3)
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript. Planning, evaluation, analysis of qualitative and quantitative research across traditional, digital, and social platforms. Ethics, sampling, experimentation, data analysis, segmentation, brand mapping, advertising testing and optimization, social media metrics.

JMS 562. Advertising Creative (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 310W, 460, 462 with grades of C (2.0) or better in each course. Admission to advertising emphasis, Major Code: 06041. Proof of completion of prerequisites required: Copy of transcript. Writing and design of advertising for traditional, digital, social, emerging media platforms. Multimedia laboratory experience. (Formerly numbered Journalism and Media Studies 461.)

JMS 585. Advertising Campaigns (3)
Prerequisites: Journalism and Media Studies 560, 562 with grades of C (2.0) or better in each course. Campaign measurement. Completion of course with grade of C or better is required for majors.
JMS 566. Advertising Strategy and Digital Analytics Platforms (3)
Prerequisites: Journalism and Media Studies 460 or 480, and Journalism and Media Studies 560 or 581.
Strategy creation, implementation, and evaluation using digital analytics platforms. Digital analytics administration, monitoring, analysis, and reporting. Application of digital analytics to consumer advertising optimization.

JMS 567. Advanced Topics in Advertising (3)
Prerequisites: Journalism and Media Studies 460 with a grade of C (2.0) or better. Admission to advertising emphasis, Major Code: 06041.
Reading, investigation, and research in a specialized topic in advertising. May be repeated with new content. Maximum credit six units.

JMS 574. International Advertising (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies.
Comparative cultural, economic, legal, political, and social conditions relevant to international advertising.

JMS 581. Applied Research in Public Relations (3)
Two lectures and two hours of activity.
Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to public relations emphasis, Major Code: 05992. Proof of completion of prerequisites required: Copy of transcript.
Qualitative and quantitative methods used in research to plan, track, evaluate public relations and communication practices. Computerized statistical analysis.

JMS 585. Professional Practices in Public Relations (3)
Prerequisites: Journalism and Media Studies 481 and 581 with grades of C (2.0) or better in each course.
Cases in public relations management. Theory and practice of issues management. Integration of public relations function in strategic management of corporate, governmental, nonprofit, social, and cultural organizations. Completion of course with grade of C or better is required for majors and minors.

JMS 587. Advanced Topics in Public Relations (3)
Prerequisites: Journalism and Media Studies 480 with a grade of C (2.0) or better. Admission to public relations emphasis, Major Code: 05992.
Reading, investigation, and research in a specialized topic in public relations. May be repeated with new content. Maximum credit six units.

JMS 590. Seminar in Crisis Communication in PR Management (3)
Prerequisite: Upper division standing or graduate standing.
Theory, research, practice of crisis communication in public relations; development of crisis management plans; critical examination of classic/contemporary crisis management cases, both domestic and international.

JMS 591. Global Technology: Creativity and Innovation in the Digital Age (3)
Prerequisite: Admission to a major in the School of Journalism and Media Studies. Proof of completion of prerequisite required: Copy of transcript.
Economic, social, and political shifts in the global economy as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation. May be repeated with new content. Maximum credit six units.

JMS 595. Seminar in Theoretical Approaches to Public Relations (3)
Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better, or graduate standing.
Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparatory for independent scholarly research project or master’s thesis.

JMS 596. Selected Topics (1-3)
Prerequisite: Senior standing or above.
Specialized study in selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 596, 496, 596 courses applicable to a bachelor’s degree. Maximum credit of six units of 596 applicable to a bachelor’s degree. Credit for 596 and 696 applicable to a master’s degree with approval of the graduate adviser.

GRADUATE COURSES

JMS 600A. Seminar: Introduction to Graduate Studies in Mass Communication and Media Studies (3)
Prerequisite: Classified or conditionally classified graduate standing in the School of Journalism and Media Studies. Contemporary and emergent mass communication theory. Extensive writing from exercises in bibliographical techniques, database searches, reference works, scholarly journals, and research proposal. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once.

JMS 600B. Seminar: Research Methods in Mass Communication and Media Studies (3)
Prerequisite: Classified or conditionally classified graduate standing in the School of Journalism and Media Studies. Methods and tools of inquiry in mass communication research. Survey, experimental, content analysis, legal, and historical research methods. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once.

JMS 620. Seminar: Quantitative Methods in Media Research (3)
Prerequisites: Journalism and Media Studies 600A and 600B or Communication 601.
Research, design, computer statistical analysis, and reporting of survey, content analysis, and experimental studies in media contexts.

JMS 696. Special Topics (1-3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Intensive study in specific areas of journalism and media studies. May be repeated with new content. See Class Schedule for specific content. Credit for 596 and 696 applicable to a master’s degree with approval of the graduate adviser.

JMS 701. Seminar: Mass Communication Problems (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Role of media in social influence processes. Media strategies for use in social marketing and political campaigns.

JMS 780. Seminar: Advanced Theory in Public Relations (3)
Prerequisites: Journalism and Media Studies 600A and 600B. Analysis and critique of contemporary public relations theory. Development of scholarly works that explicate concepts or otherwise advance public relations theory.

JMS 785. Seminar: Advertising Research (3)
Prerequisites: Journalism and Media Studies 600A and 600B.
Advanced topics in theory, design, and utilization of advertising research.

JMS 798. Special Study (1-3) Cr/NC/RP
Prerequisites: Journalism and Media Studies 600A and 600B.
Contract required. Arranged with graduate coordinator in area of study. Individual study. Maximum credit six units applicable to a master’s degree.

JMS 799A. Thesis or Project (3) Cr/NC/RP
Prerequisites: An officially appointed thesis committee and advancement to candidacy.
Preparation of a project or thesis for the master’s degree.

JMS 799B. Thesis or Project Extension (0) Cr/NC
Prerequisite: Prior registration in Thesis or Project 799A with an assigned grade symbol of RP. Registration in any semester or term following assignment of RP in Course 799A in which the student expects to use the facilities and resources of the university; also student must be registered in the course when the completed thesis or project is granted final approval.

JMS 799C. Comprehensive Examination Extension (0) Cr/NC
Prerequisite: Completion or concurrent enrollment in degree program courses.
Registration required of students whose only requirement is completion of the comprehensive examination for the master’s degree. Registration in 799C limited to two semesters.