

# SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS

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## Graduate Programs

The School of Media and Strategic Communications offers courses leading to the degree of Master of Science in mass communications. Preferred qualifications for admission to the master's program include a bachelor's degree in an area of mass communication with an overall grade-point average of 3.0. The Graduate Record Exam (GRE) is not required. Graduates of a non-mass communication discipline may enter the Master of Science program, with the stipulation that they complete, without graduate credit, foundation courses relevant to career interests during the first year of their graduate education.

Specialty tracks in brand communication, global communication, and sports communication are offered. Basic emphasis is on the application of communication theories and research to the professional aspects of mass communication. Electives in the behavioral sciences or business management are encouraged.