COMMUNICATION AND MEDIA STUDIES

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The Department of Communication and Media Studies (CMS) offers a 33-credit Master of Arts in Communication (MACOMM) with three certificate options in Corporate Communications/Public Relations (CCPR), Digital Multimedia Journalism (DMJ), and Digital Multimedia Production (DMP). The required courses in theories, methods, and ethics will lay the conceptual and technical foundation for the applied learning sequence of multimedia production courses. These courses, in turn, prepare the student for internships and the capstone mentorship experience, which culminates in the creation of a digital portfolio (or digifolio) of the student’s work. By the completion of the degree, students will have compiled a portfolio of materials that demonstrates advanced skill sets for their respective job sectors. MACOMM students’ productions are also consistently distributed, broadcast, and/or published through various media outlets while they are completing their multimedia production, internship, and mentorship coursework. MACOMM students acquire the social, artistic, and technical skills necessary to create substantive and professional multimedia communication projects, presentations, and artifacts. Students gain the necessary skills to succeed in a professional context, including effective communication and time management, teamwork and problem solving; and planning, organizing and leading in a professional context. The MACOMM students learn with industry-standard digital technologies and software used to produce and distribute multimedia content. In addition, students developed a theoretical, historical and practical understanding of the relationship of media to democracy and society, and the profound ethical and social responsibilities that come with being a professional communicator.

Goals and Objectives

Corporate Communication and PR students will learn how to plan, create, and distribute multimedia productions within organizations and to the public or consumers. CCPR gives students interested in working in a corporate or non-profit environment the professional multimedia skills that are increasingly attractive to a wide range of employers in a competitive job market and in the 21st century workplace. The focus of the Digital Media Journalism concentration will be on updating the skill sets of practicing journalists while also training aspiring journalists to be a one-person crew and “all platform” news producers in the post-print digital era. The post-print journalism era provides new opportunities for news producers and new media journalists trained in the latest technologies and multimedia techniques. The Digital Multimedia Production option will allow students to gain advanced production skills by completing a broader range of projects than the CCPR and DMJ counterparts. DMP students retain a more general focus, or in close consultation with their faculty advisor, can tailor their production work to concentrate on sport/athletic communication, advertising and promotional multimedia production, or digital filmmaking.

Admission Requirements

A bachelor’s degree from an accredited institution and official transcripts from all undergraduate institutions attended are required. A one-page personal statement describing career goals and reasons for interest in the program, along with two letters of recommendation and a professional résumé are also required.
No previous media production experience or communications coursework is required to complete the MACOMM Program. Accepted students will take an online pre-assessment survey and the appropriate MACOMM training workshops will be offered to ensure that all students have the necessary technical skills to begin the program.

**Degree Requirements**

There are foundational courses in theories, methods, and ethics; a sequence of multimedia production courses; required internships; and a capstone portfolio project completed in close consultation with a faculty mentor or a MACOMM-partnered professional mentor from the student’s field of interest.

**MACOMM REQUIRED COURSES**

(21 CREDITS)

- CM 501 Media, Culture, and Communication (3 credits)
- CM 502 Professional Communication in the Digital Age (3 credits)
- CM 503 Media Ethics in a Professional Context (3 credits)
- CM 517 Multimedia Production I (3 credits)
- CM 518 Multimedia Production II (3 credits)
- CM 617 Advanced Multimedia Production (3 credits)

One Elective (3 credits)

**MACOMM CONCENTRATIONS COURSES**

(12 CREDITS)

**Corporate Communications & Public Relations (CCPR)**

- CM 696PR CCPR Internship I (3 credits)
- CM 697PR CCPR Internship II (3 credits)
- CM 698PR CCPR Digital Portfolio and Mentorship I (3 credits)

**Digital/Multimedia Journalism (DMJ)**

- CM 696MJ DMJ Internship I (3 credits)
- CM 697MJ DMJ Internship II (3 credits)
- CM 698MJ DMJ Digital Portfolio and Mentorship I (3 credits)

**Digital/Multimedia Production (DMP)**

- CM 696DM DMP Internship I (3 credits)
- CM 697DM DMP Internship II (3 credits)
- CM 698DM DMP Digital Portfolio and Mentorship I (3 credits)

**COMMUNICATION CERTIFICATES**

In addition to the full Master’s degree, the MACOMM program also offers three 12-credit Graduate Certificates consisting of CM501, CM502, CM517 and an internship and portfolio mentorship in the certificate’s area of concentration. Courses taken as part of a Certificate may be applied to the full MACOMM degree upon admission to the degree program.

**Course Descriptions**

**CM 501 Media, Culture, and Communication**

3 CH

An advanced survey of media history, theory, and analysis that examines the impact of communication technologies on U.S. society and global media culture. It also offers an overview of the development of the major media industries and professions, with a particular focus on journalism and public relations.
CM 502 Professional Communication in the Digital Age 3 CH
Students learn the techniques of effective communication within organizational and professional contexts. Students acquire the methods necessary to communicate effectively between organizations and a variety of consumers and publics. The course uses the professions of public relations and journalism as its two comparative case studies. Special attention is given to the ways in which digital media and communication technologies (e.g., social networking, Web-based multimedia, blogging/vlogging, mobile Internet) are used by professional communicators in these fields.

CM 503 Media Ethics in a Professional Context 3 CH
Examination of ethical issues in both journalism and public relations through the use of guidelines established by the Society of Professional Journalists (SPJ) and the Public Relations Society of America (PRSA). Students will become familiar with ethical foundations and perspectives and apply those principles using case studies.

CM 517 Multimedia Production 3 CH
A multimedia production course that teaches students the tools and skills necessary to produce and manage digital content in the contemporary communication environment. In CM517 students design and develop regularly updated online content. Students will learn image creation and manipulation, document design, and techniques of publication and distribution as they engage with the world of digital communications.

CM 518 Multimedia Production II 3 CH
A multimedia production course that is focused on delivering to students the tools and skills necessary to produce and manage digital content in the contemporary communications environment. The primary focus of this course is the production of video-based stories and projects. Students will develop, write, shoot, and edit productions in HD video. Projects will include both the construction of original stories and the coverage of live events. In this course, students will learn lighting, sound, cinematography and editing, as they engage with the world of digital communications.

CM 599 Special Topics in Communication 3 CH
An advanced course in the theory and history of communication and media. CM599 integrates significant production assignments as part of MACOMM’s commitment to applied learning. Topics are chosen based on the interests of the MACOMM cohort and in response to changes in the communication and media environment.

CM 600 Special Topics in Multimedia Production 3 CH
An advanced course in media production. Topics are chosen based on the interests of the MACOMM cohort and in response to changes in the communication and media environment.

CM 617 Advanced Multimedia Production 3 CH
Building on the tools and experiences gained in Multimedia Production I and II, students in Advanced Multimedia Production refine and master their multimedia production skills. In this practicum-based class, projects will include still and moving image creation and manipulation, and the design and management of web-based platforms to display these sounds and images. Advanced Multimedia Production centers on the creation, organization, and distribution of media artifacts in the service of digital communications.
CM 696-7 Internship I and II 3 CH each
Prerequisites: Completed 6 credits with 3.0 GPA; internship application must be approved by MACOMM Director.
Faculty supervised placement with professional media outlet or communications company in student’s area of interest.

CM 698-9 Digital Portfolio and Mentorship I and II 3 CH each
Prerequisites: Completed 24 credits; mentorship agreement must be approved by MACOMM Director.
Offers qualified students a supervised mentorship experience with a working professional or faculty member in the student’s area of interest. Students are required to deliver public presentations of their completed portfolios.