

MASTER OF ARTS IN EMERGING AND SOCIAL MEDIA

The Master of Arts in Emerging and Social Media program at Sam Houston State University focuses on two interrelated, important areas of digital communication: emerging and social media. The current media landscape requires communication specialists to possess not only advanced skills for creative media content production, but also holistic understanding of strategic media planning, audience analysis, and critical assessment of communication processes. The MA in Emerging and Social Media program allows students to acquire both comprehensive skills and knowledge for effective media communication, helping students achieve their professional and/or academic goals.

Courses in emerging media teach advanced skills of up-to-date technologies in creative media production, including virtual reality, augmented reality, mobile applications, and video/audio. Social media courses cover extensive knowledge and theories of how to engage the target audience, design strategic plans, build meaningful relationships, and analyze and present results. This MA program aims to educate well-rounded media specialists.

Successful completion of an emerging or social media project is required for graduation. This project, which is evaluated by a committee of three mass communication faculty, is given during the final semester. The media project evaluation committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and student. Students must be enrolled the semester that they submit their project for evaluation.

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/graduate/emerging-and-social-media/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

Students seeking admission to the Master of Arts in Emerging and Social Media program must meet the following requirements and submit all documents to the Office of Graduate Admissions (<https://www.shsu.edu/dept/graduate-admissions/prospective-students.html>):

1. Graduate Application (<http://www.shsu.edu/admissions/apply-texas.html>)
2. Application fee (<http://www.shsu.edu/dept/graduate-studies/application-fee.html>)
3. An official transcript from the baccalaureate degree-granting institution
4. A 500-word personal statement outlining the student's (a) educational or professional experience with emerging media, social media, or digital media, (b) areas of interest in emerging or social media, and (c) goals and objectives in this program
5. Contact information for two references
6. A current resume
7. For international students only: Required TOEFL score of 550 (paper-based), 213 (computer-based), or 79 (internet-based)

Enrollment Calendar:

This fully online MA degree in Emerging and Social Media offers multiple admission dates throughout the year to support the 7-week course offering schedule. Applicants are accepted throughout the calendar year and can start the program at anytime.

Assistantship Deadline:

Students seeking graduate assistantships should complete their application by March 23rd for best consideration.

Notes:

A holistic review of each student's application file will be completed on a competitive basis.

| Code | Title | Hours |
|--|--|-------|
| Master of Arts in Emerging and Social Media | | |
| Required Courses (9 hours) | | |
| MCOM 5311 | Emerging Media Technologies | 3 |
| MCOM 5340 | Social Media | 3 |
| MCOM 5361 | Emerging & Social Media Campaign Strategies | 3 |
| Prescribed Electives (18 hours) | | |
| Select six of the following: | | 18 |
| MCOM 5050 | Special Topic | |
| MCOM 5099 | Independent Study | |
| MCOM 5320 | Digital Media Ethics and Law | |
| MCOM 5330 | Advanced Writing for Emerging and Social Media | |
| MCOM 5334 | Digital Advertising | |
| MCOM 5335 | Podcasting & Audiobooks | |
| MCOM 5341 | Social Media Analytics | |
| MCOM 5355 | Digital Media Management | |

| | |
|-----------|--|
| MCOM 5364 | Strategic Storytelling for Emerging & Social Media |
| MCOM 5390 | Professional Internship |
| MCOM 6310 | UX Design and Production |
| MCOM 6311 | Advanced Production in Emerging and Social Media |
| MCOM 6315 | Web and Mobile Development |
| MCOM 6330 | Digital Editing |
| MCOM 6340 | Digital Entrepreneurship |
| MCOM 6373 | Video for Emerging and Social Media |
| MCOM 6390 | Audio for Emerging and Social Media |

Thesis Project (3 hours)

| | | |
|-----------|----------------|---|
| MCOM 6099 | Thesis Project | 3 |
|-----------|----------------|---|

Portfolio evaluation required for graduation

Total Hours**30**

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's 60x30TX plan and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The MA in Emerging and Social Media is designed to provide graduates with the following marketable skills:

- Strong oral and written communication skills.
- Social media planning and assessment.
- Media content production skills.
- Media management skills.
- Evidence-based social media research.