

# 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. Two letters of recommendation
6. A current resume

## 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.

## Notes:

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

Code	Title	Hours
<b>Master of Arts in Emerging and Social Media</b>		
<b>Required Courses (9 hours)</b>		
MCOM 5311	Emerging Media Technologies	3
MCOM 5340	Social Media	3
MCOM 5361	Emerging & Social Media Campaign Strategies	3
<b>Prescribed Electives (18 hours)</b>		
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	
<b>Thesis Project (3 hours)</b>		
MCOM 6099	Thesis Project	3
Portfolio evaluation required for graduation		
<b>Total Hours</b>		<b>30</b>

Successful completion of a comprehensive oral examination is required for graduation. This exam, administered by a committee of at least three MCOM faculty, occurs during the semester following completion of 18 hours. Oral examination committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and the student. Additional comprehensive examination information (<http://catalog.shsu.edu/archives/2023-2024/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#comprehensive-examination>) is located in the Graduate Degree Requirements (<http://catalog.shsu.edu/archives/2023-2024/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#degree-requirements>) section of the SHSU Graduate Catalog.

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.