

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. Courses are scheduled in two 7.5-week sessions (7A and 7B) each fall and spring semester.

To graduate, students must successfully complete a thesis project focused on emerging media or social media. Each student will form a committee consisting of three media and communication faculty members: one chairperson and two additional members. Under the guidance of this committee, students are required to: Defend their project proposal before the start of their final semester and pass the thesis defense during their final semester. Additionally, students must be enrolled in the semester in which they submit their thesis project for defense.

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. Automatic admission: Applications with a GPA of 3.25 or higher in mass communication or a related major will be automatically admitted into the program.
5. A statement of intent is required for applicants who do not meet these criteria, specifically those with a GPA of 3.24 or lower or those applying from an unrelated major. This statement must be at least 500 words, outlining the applicant's experience, interests, and goals related to emerging, social, and digital media.
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.

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 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.
- Leadership, critical thinking, and teamwork skills.
- Digital data collection, analysis, and management skills.
- Original and creative media content production skills.
- Social media campaign planning and execution skills.