

Master of Communication and Media (MCM)

Student Handbook

Fall 2025

Welcome to the Rutgers MCM Program

You are about to begin your graduate journey in the Rutgers MCM Program in the School of Communication and Information (SC&I). I congratulate you on this undertaking and promise that the journey will be an interesting, challenging, and rewarding one.

Inside this student handbook, you will find a great deal of information about the MCM program as well as how to navigate and settle in here at Rutgers University. This handbook should be read over in detail at the outset of your time in the program and then kept handy for reference as you move through the program. Issues and opportunities that do not seem pertinent to you today may be more relevant later.

Please also keep an eye out for MCM listserv emails from program representatives, which provide updated information. As new opportunities or improvements to procedures arise, we will circulate them via email. You should keep those emails with your student handbook for later reference.

Welcome!



Dr. Richard Dool
Teaching Professor and Director of the MCM Program

About the MCM Program

The MCM program is offered by the School of Communication and Information (SC&I). The program is offered in collaboration with the Communication Department and the Journalism and Media Studies Department.

Adapting to audiences, designing effective communication strategies, collaborating and resolving conflict effectively, and leveraging social media are a few of the complexities of communication that MCM students learn to address.

Founded in 1987, the MCM program is designed to provide its students with opportunities to execute a course of study that enables them to apply their theoretical understanding of critical communication and information processes in practice or advanced doctoral studies. Our six specialized tracks in Communication and Media Studies, Digital Media, Health Communication, Communication and Media Research, Public Relations, or Strategic and Leadership Communication enable students to either focus their studies in one area or combine multiple areas of study to tailor the program for their specific career goals.

Our students come from a diverse range of backgrounds and disciplines. Approximately two-thirds of our students come to us with working experience, and the other third come directly from undergraduate programs. Some of our students come with strong communication backgrounds in study as well as experience. However, many come from a variety of other related backgrounds, such as business, sociology, public health, social work, English, IT, and the humanities.

Our faculty are cutting-edge researchers and practitioners who understand the importance of applying general knowledge and theory to practical applications. Students in the program will learn how understanding the underlying dynamics and essential processes of communication, interaction, and knowledge creation can enable the execution of high-level skills in practice.

The program attracts diverse groups of students with a variety of employment, educational, cultural, and national backgrounds, encompassing a wide range of goals: recent graduates of bachelor's programs seeking advanced knowledge, experienced professionals seeking career advancement or a career change, and students bound for Ph.D. programs in Communication or Media Studies.

Our program is designed for working adults. You can complete MCM even if you are working full-time. We have had over 2,000 graduates so far, and 65% of them are working full- or part-time.

About the Program Leadership

Teaching Professor Richard Dool, the MCM program director, leads the MCM degree. The MCM executive committee includes representatives from the program faculty who work with the program director on all issues related to the program's administration. The teaching faculty comprises full-time, tenure-track members from each of the three departments in the school, as well as part-time faculty with outstanding and relevant educational and professional backgrounds.

Overview of the Program Requirements

MCM students complete 36 credits to earn their degree. The program is self-paced (3–12 credits per semester). Students can choose among five specific specializations and one general specialization. Students are admitted to the general program and may stay within a specialized track or combine tracks to focus on multiple areas of interest.

Degree structure: 12 credits of MCM Program Core courses (+ the zero-credit MCM Graduate Experience) and 24 credits of electives (eight courses). Up to 6 credits of graduate work can be transferred from another university or from other Rutgers graduate programs, provided approval is obtained.

MCM Study Modalities

Study at Rutgers (NJ)

- For students who reside in NJ or wish to attend in person
- Courses offered in hybrid (on-campus + online), on-campus, and online (asynchronous or synchronous) formats

Study From Anywhere (100% Online)

- Complete the MCM entirely online (except the Communication and Media Research specialization)
- Mix of asynchronous and synchronous courses

Tuition Notes

Tuition rates vary by: NJ Residency (in-state); Non-NJ Resident (studying on campus in NJ); and 100% Online (Remote).

Specializations

Communication and Media Studies

In this general specialization, students will take a self-designed course of study that draws from any of the MCM specializations, as well as courses in other areas of the School of Communication and Information (SC&I). Courses in organizational communication, mediated communication, health communication, social interaction, knowledge management, and media studies are offered throughout the year. Some of these courses are also cross-listed with the school's Ph.D. program.

Strategic and Leadership Communication

The Strategic and Leadership Communication specialization emphasizes theory-informed, research-based study of leadership, organizational process, structure, and interaction, as well as the use of new communication technologies in organizational and societal contexts. Courses examine organizations in various contexts, including businesses, nonprofits, civil society, and government. We specifically focus on the communication demands on leaders in this fast-paced, complex organizational environment. We explore the competencies required to be an effective communicator across the three main modalities: one-to-one, one-to-many, and various electronic forms of communication.

This specialization may be especially appealing to those with career goals in organizational leadership, corporate communication, advocacy, administration and management, training and development, consulting, change management, stakeholder relationship management, and social media management. It will also offer value to those who want to improve their personal leadership communication skills or add to their professional leadership/management credentials.

This specialization also examines the concepts of sustainability, organizational purpose, and corporate social responsibility (CSR), which are becoming increasingly crucial to understanding the role of business in society.

Digital Media

This specialization is intended for digital media professionals, social media specialists or managers, journalists, and other communication specialists who wish to retool and gain an understanding of 21st-century media. This includes the study of grassroots reporting and advocacy. The specialization will ensure students are conversant in digital video capture, editing, and production as well. This specialization can be completed online (although face-to-face or online electives in other specializations are available to these students as well).

Electives in this specialization include social media, digital media ethics, newer media law and policy, critiquing marketing communications, digital journalism, digital advocacy and persuasion, globalization, media and social change, and digital media production, among others.

Health Communication

This specialization is intended for students who wish to specialize in various contexts related to community wellness and health interaction, such as public health communication, facilitated provider-patient communication, health campaigns and advocacy, and community health and wellness.

Electives in this specialization include persuasion & advocacy, applied interactive research in health and wellness, social marketing and public health, communication and normative influence, among many others. Students with an interest in health organizations may wish to combine their studies in this specialization with those in the Strategic and Leadership Communication specialization.

Communication and Media Research

This specialization is designed for students who intend to pursue Ph.D. studies or desire a more research-oriented focus. **This specialization cannot be completed 100% online.** These students have somewhat different requirements (9 core credits, 3 research practicum credits, 3 teaching internship credits, 21 credits of electives, plus a zero-credit colloquium requirement). In addition to coursework, these students will be involved in empirical research with a faculty member, assist in teaching a course, and tailor their studies and capstone project to a research-

oriented focus. The program examines new managerial solutions, performance evaluation, and reporting methodologies that can integrate and improve traditional economic approaches.

Public Relations

This specialization is designed for public relations professionals to enhance their professional credentials and those who wish to enter this fast-growing and dynamic profession. We explore the competencies required to be an effective public relations practitioner in this dynamic, complex, and socially driven environment. We offer you both the emerging theories of the practice of public relations as well as the skills you need to have to compete successfully in this profession. Many of our courses are taught by highly experienced senior public relations practitioners. Additionally, Rutgers is located conveniently in the public relations epicenter between New York City and Philadelphia.

Policies About Specializations

1. Students use a specialization to organize their studies and to focus on an area of interest. Students are required to officially declare a specialization and complete their degree within a specific specialization. However, students can change specializations if they so choose. This is best done in their first year of the MCM Program to avoid taking extra courses.
2. There is a requirement for students to declare they are switching specializations if their interests change over the course of their degree. They should discuss this with the MCM program director to ensure they stay on track for graduation.
3. The program strives to plan course offerings such that at least two electives per specialization are offered each spring and fall term. Core courses will be provided at least once annually, but most are offered each semester or in the Summer sessions.

Specific Degree Requirements

MCM Program Core Courses (12 credits + zero-credit experience)

See the MCM Course Map and the Student Graduation Checklist at the end of the Handbook

- Communication Ethics (17:194:548) or Digital Media Ethics (17:194:594) — 3 credits
 - *Note: Digital Media students take Digital Media Ethics*
- MCM Graduate Experience (17:194:513) — zero credits (3-hour live Zoom workshop; 0 tuition)
- Communication Research (17:194:514) or Digital Media Research (17:194:556) — 3 credits
 - *Note: Digital Media students take Digital Media Research*
- Capstone Seminar (17:194:519) — 3 credits
 - Integrates theory and practice through an intensive original project; demonstrates methods, evidence-gathering, and advanced written/oral presentation; applies communication theory to professional and civic life.
- E-portfolio (17:194:508) — 3 credits
 - Create a professional portfolio (résumé; academic/professional development; certifications/military service; digital assets; media; activities; writing samples).
 - *Note: Communication and Media Research students are not required to take 508.*

Elective Courses (varies by specialization; see track breakdown below)

In addition to the electives offered in the MCM specializations, students may apply up to six credits of coursework from outside the School of Communication and Information. Students may wish to supplement their MCM studies with courses in Business, Social Sciences, or subjects offered at other Rutgers professional schools.

Experiential Learning

All MCM students can take up to six credits of experiential learning as part of their electives. In these supervised experiences, students will engage with practitioners to acquire skills and gain new perspectives. Grades are assigned based on a self-evaluation by the student and a supervisor evaluation by the practitioner or faculty member. Online students may complete this requirement in an online opportunity or in their local area. Special rules apply to international students.*

Internships (150 hours for three credits): In businesses, nonprofits, government agencies, and/or Rutgers units/departments. Students may not intern at a location where they are currently employed. Students may complete up to two internships (300 hours/6 credits).

Research Practicum: Students work with faculty in executing cutting-edge research projects. Students may take up to two practicums (each worth 3 credits).

Teaching Internships: Students work as assistants to a professor in a course related to their studies. Teaching Internships must be approved by the course instructor, the MCM program director, and the chair of the Communication Department. To apply for a teaching internship, begin by emailing the MCM program director before the term you wish to start.

J&J Fellowship: Students apply and are selected as Fellows in the Johnson & Johnson Fellowship program. Six of the credits earned in this program may be used to meet students' degree requirements. Fellows have tuition paid and receive a stipend. They spend 20 hours per week at J&J.

***International Students and Experiential Learning**

Special rules apply to international students regarding internships and fellowships. Students are responsible for understanding what their visa status allows in terms of Curricular Practical Training (CPT) and other similar opportunities. International students should consult with the International Services Office on campus for advice and a detailed orientation. The MCM program will maintain a list of internship opportunities (as well as practicum and teaching internships) in the program and on campus that will permit international students to meet their experiential learning requirement.

Policies Related to Satisfying Degree Requirements

Students are required to complete 36 credits to earn the MCM degree, including MCM program core courses, Specialization core courses, and elective requirements.

1. Nine credits are considered a full-time load; 12 credits per term is the maximum course load and requires approval by the MCM program director. Study may also be

pursued part-time (3-6 credits). Six credits are required to qualify for federal financial aid in the spring and fall semesters.

2. Students are required to satisfy degree requirements with at least 30 credits in coursework, aside from individualized experiences such as independent studies, practicums, internships, and the like.
3. Fellows may apply no more than six credits of Fellowship credit towards satisfying their degree requirements. They will apply for and participate in up to 6 credits of Fellowship work as an enhancement to their program experience.

Students may apply up to a total of 6 credits from other graduate programs (both within and outside Rutgers) to their degree, provided the courses are approved by the program director.

- Transfer from a Rutgers Program—A request to count a course from a Rutgers graduate program should be made before enrollment. The program director will determine the appropriateness of applying the course to the MCM degree. Grades from such classes are treated the same as courses within the MCM program.
- Transfer from another university's program—A request to count a course from another university's graduate program can be made at any time during the student's program of study. Such a request should include the syllabus of the course taken, a transcript showing the grade earned by the student in the course, and a brief explanation of why the student believes the course applies to the MCM degree. Such transfers will be made only if the program director determines that the course is relevant to the MCM program, the student has earned a grade of B or better, and the course was taken within five years of entry into the MCM program. The student is responsible for ensuring all steps of this transfer process are completed and that a form for transfer of credit is signed and on file with the Student Services Office at SC&I.

International Students

Students are responsible for understanding their visa category and any limits it places on experiential learning (e.g., CPT/OPT). Before accepting any internship, practicum, teaching internship, or fellowship, consult [Rutgers Global—ISSS](https://global.rutgers.edu/) (<https://global.rutgers.edu/>) to confirm eligibility and authorization timelines. The MCM program maintains a list of internship, practicum, and teaching-internship opportunities—both on campus and with partner organizations—that can help international students meet the experiential learning requirement.

Registering for Classes

The course schedule for the upcoming semester will be posted [online](#) at <https://sis.rutgers.edu/soc/#home>. Once you click the link, select "New Brunswick" as the campus location, "Graduate" as the level of study, and choose the term of study. Then, hit "Submit." On the next page, select "Communication and Information Studies" in the subject.

You'll then see the list of offerings for the upcoming semester. Please DO NOT register for courses that begin with a "16" (16:194:6XX). These are the doctoral courses, and unless cross-listed with an MCM number, are not available to you. MCM courses are 17:194:5XX.

Additionally, you can select the "New Brunswick Online and Remote Instruction Courses" option as your campus location and follow the above procedure to view our online listings for the program.

In this venue, you can see which classes are open and which are closed. The courses with a red section number are closed. You may still be able to add those courses, but you need instructor permission to do so. You should email the instructor and ask if they would be willing to add you. Green section numbers indicate that the course is open. If a cross-listed course has the MCM section closed and the Ph.D. section open, you may not register under the Ph.D. section. You must obtain permission from the instructor to add you to the MCM section of the course.

Once you have selected your courses from the schedule, note the five-digit index number. You will need that five-digit number to register for each class.

Double-check to be sure you don't need a special permission number (SPN). You will need a special permission number if the course has a prerequisite or if the instructor's permission is required. If you need a special permission number, visit the SC&I Office of Student Services web page, select Academic Assistance and Support, then Master's Student Guide, and follow the instructions to fill out the form. If permission is given, you'll receive the number from Student Services (mcm@comminfo.rutgers.edu).

- To get into the [course registration website](https://sims.rutgers.edu/webreg/) (<https://sims.rutgers.edu/webreg/>), you will need your NetID and password, not to be confused with your nine-digit Rutgers ID number.
- Once you are on the registration website, select the term you wish to register for and click "Continue." On the next screen, there will be several boxes where you can type in the index numbers of the courses you want to take.
- Type in the index numbers and press "Submit" once you are finished. Your registration may take a few minutes for the system to process.

Academic Performance and Poor Performance

Progress Toward Degree

Candidates for the MCM degree are expected to make steady progress toward the degree. **It is expected that a student will achieve the degree within four years from the semester in which they enter.** If the student has not completed the degree within the four-year period and wishes to continue in the program, they must file a request for an extension, which will be reviewed and approved by the program director. That extension, if granted, will specify the additional time the student will be granted to complete the degree.

Leave of Absence from Program

Students who must interrupt their studies may register for Matriculation Continued (leave of absence) 17:194:800. A student fee is charged for processing the registration. Matriculation Continued is available only to students not enrolled in any coursework and not using faculty time or university facilities, except to complete previous coursework from classes with incomplete or temporary grades. MCM students may enroll in Matriculation Continued for a maximum of two consecutive semesters.

Scholastic Standing

Candidates for SC&I's master's degree programs are expected to earn grades of B or better in their coursework and maintain a GPA of 3.0 or higher. Within each program, no more than six credits bearing a grade of C or C+ may be used to meet the requirements for the master's degree.

A total of no more than 45 credits may be taken to meet degree requirements for the Master of Communication and Media (MCM) degree, including credits bearing the grade of Incomplete (IN) or Withdrawal (W). All grades, including those from repeated classes, will be included in a student's cumulative GPA. Throughout a student's matriculation in the master's program, they may repeat only one failed course once.

Poor Academic Performance

Each academic program has a Scholastic Standing Committee, which includes the program director, at least one other faculty member, and the assistant dean for student services as an ex officio member. This committee will review cases of students who have received grades below a B, which are defined as the following grades: C, C+, F, IN, TC, TC+, TF.

Warning: A student is warned in writing when they have received one grade below a B in any class, or at any time the Scholastic Standing Committee feels that the student's academic performance is such that they may be in difficulty unless the work improves.

Probation: The Scholastic Standing Committee will review the standing of any student who has received two grades below a B for probationary status. Students who earn two grades of F are subject to academic suspension or dismissal (see below). A student receives written notification of being placed on probation if the committee determines that probation is appropriate. When placing a student on probation, the Scholastic Standing Committee may impose conditions on the student to continue in the program, such as limiting the number of credits to be attempted in the following semester or requiring completion of previous incompletes before additional credits can be attempted. Being on probation means that the student continues in the program with the understanding that they must improve their work level and meet the conditions of probation set by the Scholastic Standing Committee. A student who is within two semesters of the time limit for the Master of Communication and Media degree who, based on outstanding credits, has no possibility of completing the degree on time should consider themselves in academic jeopardy and must make an appointment with the program director to register for the penultimate semester, regardless of whether that student is notified in writing about their academic jeopardy.

Dismissal: The Scholastic Standing Committee will review for dismissal any student who has received three or more grades below a B or two or more grades of F in any one semester or throughout their academic program. A student receives written notification of academic dismissal if the committee determines that dismissal is appropriate. Students who are dismissed from the program will not be permitted to take courses for credit unless they formally are readmitted to SC&I. The minimum dismissal time before readmission is one whole semester, not including the summer.

Suspension: The Scholastic Standing Committee will review for academic suspension any student who has met conditions for dismissal as a result of receiving unsatisfactory temporary grades (TC, TF, TZ, IN, etc.). Students placed on academic suspension are not eligible to continue with courses until they have completed the outstanding coursework or requirements and the unsatisfactory grade is officially changed to a satisfactory grade within the university system. The suspended student will then be reinstated appropriately in the next eligible academic semester.

Scholastic Standing Committees will notify students of their academic standing status (i.e., warning, probation, suspension, or dismissal) in the weeks following the fall, spring, and summer semesters, before the next semester begins. Due to the scheduling of the Winter Session, grades from that semester may be considered along with spring grades.

Appeal: Students who wish to appeal a decision of probation or dismissal by the Scholastic Standing Committee should follow the appeal procedure carefully.

1. Students must appeal in writing to the program director within 30 days of the decision date. The appeal request should explain why the student believes the original decision should be overturned, including any additional information the student believes was not considered by the Scholastic Standing Committee when they made their original decision.
2. The program director will acknowledge receipt of the appeal request within five business days.
3. Upon receipt of the written appeal, the program director will review the student's file to ensure that the scholastic standing review was handled according to established policies and procedures. After this procedural review, the file will be returned to the members of the Scholastic Standing Committee who made the original decision, with the request that they reconsider it.
4. The Scholastic Standing Committee will reconsider the case using any additional information submitted in the appeal. The committee may either render a new decision or confirm the original decision. The student will be notified in writing within 30 days of submitting the appeal.

5. Should the student be dissatisfied with the disposition of the first appeal, a subsequent appeal may be made in writing directly to the dean of the school within 30 days of the receipt of the Scholastic Standing Committee's decision. The dean will review the file and consult as necessary with the Scholastic Standing Committee. The dean's decision is communicated in writing to the student, with copies sent to the Scholastic Standing Committee and the Office of Student Services. The dean's decision is final.

Readmission: Students who have been dismissed for academic reasons cannot be considered for readmission until they can provide evidence that they can successfully complete the program. Such students must reapply to the program. The faculty may stipulate one or more of the following:

1. A minimum period of time following the dismissal (at least one semester, not including Summer Session) before an application for readmission will be considered. If reapplication will be within one year of the dismissal, the student does not need to provide new transcripts or recommendation letters as part of that process.
2. Any other evidence (e.g., medical report) or requirement that might be deemed appropriate for a particular student.

Reference: http://catalogs.rutgers.edu/generated/sci_current/pg37.html

Students are usually not readmitted after a second dismissal action.

MCM Policy on Academic Integrity

*For the complete version of the Rutgers Policy on Academic Integrity, go to:
<http://academicintegrity.rutgers.edu/>.*

Rutgers University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community that will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording from others must be properly acknowledged. Similarly, work that was conducted for one class should not be used in another class. Students should be very careful to cite their sources properly when downloading materials, images, and text from the internet.

It is the policy of the MCM program to pursue plagiarism vigorously, to fail students who plagiarize, and to report cases of plagiarism to the university administration. Students are responsible for understanding the standards and adhering to them.

Violations of Academic Integrity

Any violation of academic integrity is a serious offense and is therefore subject to an appropriate sanction or penalty. Academic integrity violations at Rutgers University are classified into two levels: nonseparable and separable. Nonseparable violations are less severe violations for which the possible sanctions do not include suspension or expulsion from the university; separable violations are more severe violations for which the possible sanctions

include suspension or expulsion. Whether a given violation is classified as nonseparable or separable depends on a number of factors, including: the nature and importance of the academic exercise; the degree of premeditation or planning; the extent of dishonest or malicious intent; the academic experience of the student; and whether the violation is a first-time or repeat offense.

Nonseparable Violations

Nonseparable violations are less serious violations of academic integrity. They may occur because of inexperience or lack of understanding of the principles of academic integrity and are often characterized by a relatively low degree of premeditation or planning and the absence of malicious intent on the part of the student committing the violation. These violations are generally quite limited in extent, occur on a minor assignment or quiz, or constitute a small portion of a major assignment and/or represent a small percentage of the total coursework. Below are a few examples of violations that are most often considered nonseparable, at least when committed by an undergraduate student as a first-time offense. This list is not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the specific facts and circumstances of the violation

- Improper citation without dishonest intent.
- Plagiarism on a minor assignment or a very limited portion of a major assignment.
- Unpremeditated cheating on a quiz or minor examination.
- Unauthorized collaboration with another student on a homework assignment.
- Citing a source that does not exist or that one hasn't read on a minor assignment.
- Making up a small number of data points on a laboratory exercise.
- Signing in for another student via the attendance sheet or clicker in a course in which attendance counts toward the grade.

However, an alleged second nonseparable violation shall be treated as an alleged separable violation. Moreover, some violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student [In this policy, the term graduate student refers to postbaccalaureate students pursuing advanced degrees of any type or enrolled in a graduate course or courses. The term also includes students in the advanced stages of a professional program that leads to a master's or doctoral degree without the conferral of a baccalaureate degree.

Sanctions for nonseparable violations include, but are not limited to, one or more of the following, and do not include suspension or expulsion:

- Required participation in a noncredit workshop or seminar on ethics or academic integrity.
- An assigned paper or research project related to ethics or academic integrity.
- A make-up assignment that may be more difficult than the original assignment.
- No credit for the original assignment.
- A failing grade on the assignment.
- A failing grade for the course.

- Disciplinary warning or probation.

2. Separable Violations

Separable violations are very serious violations of academic integrity that affect a more significant portion of the coursework compared to nonseparable violations. Separable violations are often characterized by substantial premeditation or planning and clearly dishonest or malicious intent on the part of the student committing the violation. Below are some examples of violations that are most often considered separable. Again, the list is certainly not exhaustive, and classification of a given violation as separable or nonseparable is always heavily dependent on the exact facts and circumstances of the violation.

- A second nonseparable violation.
- Substantial plagiarism on a major assignment.
- Copying or using unauthorized materials, devices, or collaborating on a major exam.
- Having a substitute take an examination.
- Making up or falsifying evidence, data, or other source materials for a major assignment, including falsification by selectively omitting or altering data that do not support one's claims or conclusions.
- Facilitating dishonesty by another student on a major exam or assignment.
- Intentionally destroying or obstructing another student's work.
- Knowingly violating research or professional ethics.
- Any violation involving potentially criminal activity.

Sanctions for separable violations include, but are not limited to, one or more of the following, and may, but need not, involve suspension or expulsion:

- A grade of XF (disciplinary F) for the course
- Disciplinary probation
- Dismissal from a departmental or school honors program
- Denial of access to internships or research programs
- Loss of appointment to academically based positions
- Loss of departmental/graduate program endorsements for internal and external fellowship support and employment opportunities
- Removal of fellowship or assistantship support
- Suspension for one or more semesters
- Dismissal from a graduate or professional program
- Permanent expulsion from the university with a permanent notation of disciplinary expulsion on the student's transcript

The recommendations for sanctions at each level are not binding but are intended as guidelines for the university community. For both nonseparable and separable violations, the severity of the sanction imposed should be proportional to the severity of the violation committed.

Sanctions for a given violation may be imposed differently on those with more or less experience as students. Thus, violations of academic integrity by graduate students [In this

policy, the term 'graduate student' refers to post-baccalaureate students pursuing advanced degrees of any type or enrolled in a graduate course or courses.] The term also includes students in the advanced stages of a professional program that leads to a master's or doctoral degree without the conferral of a baccalaureate degree.] will normally be penalized more severely than the same violations by inexperienced undergraduate students. In particular, violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student.

Some professional schools or programs may have codes of professional conduct with customary sanctions for violations thereof that may be more severe than those recommended under this policy. These schools or programs have the responsibility to educate their students about the code of professional conduct for their profession. Students are responsible for understanding the requirements of the code of professional conduct for their particular professional program and the penalties for violating that code.

Reference: http://catalogs.rutgers.edu/generated/sci_current/pg42.html

About Computing Services, Email, and Facilities

Getting Help and Resources

SC&I IT Help Desk

Room 120 (first floor of the main building)

848-932-5555

help@commrge.rutgers.edu

The University Office of Information Technology (OIT)

Student Tech Guides, which can be found at:

<https://it.rutgers.edu/technology-guide/students/>

Rutgers New Brunswick Computing Services

<https://it.rutgers.edu/new-brunswick/>

When you are not on campus but have online access, you can utilize our Citrix servers to access software housed on our servers that you may not have at home. This includes Dreamweaver, ABBYY FineReader, and many others. You are eligible to receive an account on Citrix. Contact the SC&I IT helpdesk for more information or visit

<https://its.commrg.rutgers.edu/knowledge-base/how-to-use-citrix-apps/>.

Establish your student NetID and email account.

A NetID is required for accessing all online services at Rutgers. You can establish your NetID and student email account once you are registered for your first semester of classes by visiting <https://netid.rutgers.edu/activateNetId.htm> and following the instructions.

Please note that the username you select will be your username for your Rutgers email address, which will be in the format [username]@scarletmail.rutgers.edu. (For example, if you select your username as *susan567*, then your Rutgers email address will be “*susan567@scarletmail.rutgers.edu*”).

You can access your Rutgers email through either <https://my.rutgers.edu> (for more information, see Personalized Service below) or <http://mail.scarletmail.rutgers.edu/>.

Please monitor your official Rutgers email (@scarletmail.rutgers.edu) regularly. Essential communications from Rutgers, SC&I, and MCM are sent there.

Desktop Support

The university offers a variety of free downloads and other valuable resources at <https://software.rutgers.edu/info/login/>. You can download anti-virus protection and purchase many software packages at significantly reduced prices, including Microsoft Office, Adobe Acrobat, and many others.

Wireless service

Throughout all four SC&I buildings and in most Rutgers buildings, you can access wireless Internet. When you open a web browser, you will be presented with a screen that requires you to log in with your NetID and password.

Computer Labs and Printing Service at SC&I

Room 119 (Used heavily for classes but open for use at other times)

Technology-enhanced classes

Canvas (used for most fully-online courses)

<https://canvas.rutgers.edu/>

Personalized Service

MyRutgers (tabbed by category—may be set up to your preferences) <https://my.rutgers.edu/>

Other Notes from IT:

GENERAL UNIVERSITY COLLABORATIVE WORKSPACE — THE ALCOVE

The Alcove is designed to be a comfortable, computer-enhanced group learning space for students, staff, and faculty. With lounge chairs, couches, and plants, this lab is designed to be roomy and comfortable.

The Alcove features:

- 7 iMac computers, fully equipped with over 30 software programs
- A conference room, couches, lounge chairs, and round tables with plenty of workspace
- Projection capabilities from in-house computers or your laptop
- 46-inch flat-screen TVs for presentations
- RU-tv
- Plenty of plugs and RUWireless connectivity for your laptop

- Ability to print from available computers or personal laptops using the RUWireless network and print drivers
- Lab consultants available during hours of operation

Reference: Rutgers Information Technology

<https://it.rutgers.edu/new-brunswick/new-brunswick-computer-labs/the-alcove/>

WEB SURVEYS—QUALTRICS

Rutgers IT hosts Qualtrics, a survey software tool. To obtain a Qualtrics account at Rutgers, visit <https://it.rutgers.edu/qualtrics/> and log in with your NetID and password to create your account.

UNIVERSITY SOFTWARE PORTAL

The University Software Portal provides central access to free, site-licensed, and individually licensed software available to Rutgers University faculty, staff, and students. Through this site, you can purchase and download software for personal or departmental use. For assistance with the University Software portal website, please get in touch with software@rutgers.edu.

Communication Associations

- The New Jersey Communication Association: <http://njca.rutgers.edu/>
- The National Communication Association: <http://www.natcom.org/>
- The International Communication Association: <http://www.icahdq.org>
- Association of Women in Communications <https://comminfo.rutgers.edu/office-student-services/student-life/student-organizations/association-women-communication>
- International Association of Business Communicators: <http://www.iabc.com/>

MCM Frequently Asked Questions

Getting ready for the new semester

Q: Where do I get basic information about Rutgers?

A: Two guides for accessing information about the university and its services include <https://www.rutgers.edu/> and <http://my.rutgers.edu>.

Q: When does the semester begin and end?

A: The academic calendar can be found at: <https://scheduling.rutgers.edu/scheduling/academic-calendar>.

Q: Where do I go to buy my textbooks?

A: The Barnes & Noble Bookstore at the end of College Avenue in New Brunswick, or Rutgers' Online Bookstore, and navigate through the process by following the instructions. Enter the term, department, course number, and section when prompted to do so. The course number

consists of a school, department, course, and section code, each separated by a colon (e.g., "aa:bbb:ccc:dd"). Many professors do not use textbooks. If you do not see one associated with your course, then email the instructor for further information.

Q: How do I go about getting a Rutgers NetID, and what is it used for? What is the difference between a NetID and an RU ID#?

A: You can get a Rutgers NetID online, and it will grant you access to many services within the Rutgers University online system, including email and library services. An RU ID# is a nine-digit number assigned to you in place of a Social Security number, identifying you in sensitive parts of the system.

Q: Where do I go to get my parking credentials?

A: Once you have a NetID, you can order your parking credentials online: <https://ipo.rutgers.edu/dots/permits/students>, and they will be mailed directly to you. Apply for this ASAP—they do disappear, and the lines get long when it is closer to the start of the semester.

Registering Classes, Program Requirements

Q: When can I register for next semester's classes?

A: The spring schedule is open for registration in November, the summer schedule is ready in February, and the fall schedule is available in April.

Q: What is the difference between 16:194 and 17:194 when registering classes?

A: The prefix "17" indicates that the course is an MCM course. Sixteen "16" is a Ph.D. level class. Even if you are registering for a class that is cross-listed on the Ph.D. level, you must register for it under the "17" index number.

Q: Why would I need a Special Permission Number, and how do I get one if I need it?

A: You will need a special permission number if the course has a prerequisite, or if the permission of the instructor is required. If you need a special permission number, visit the SC&I Office of Student Services web page, select Academic Assistance and Support, then Master's Student Guide, and follow the instructions to fill out the form.

Q: Is it possible for classes to be held in other buildings besides SC&I?

A: Yes, it is. Generally, most classes are held in the SC&I buildings; however, some are held in other parts of the campus due to room availability and space requirements.

Q: May I take any classes outside of the MCM curriculum that will count toward my degree?

A: You may take up to six credits of graduate coursework outside the program. The

coursework must be complementary to your career goals and be a graduate-level course. You must also obtain permission from the program director before registering for the course. Any course taken without permission may not be counted toward your degree.

Q: Is it wise to take electives before core courses?

A: In the core courses, you will learn the underpinnings of the disciplines. You are also introduced to the basics of writing at the graduate level. So, it is ideal to take the core courses first. It is possible, though, to succeed by saving some cores for later while you work on interesting elective courses. Core courses are typically offered once per year, either in the fall or spring. Elective courses may not be offered more than once every two years or less often, so if you see an interesting elective, you should take it when it is provided.

Q: Is there a time limit for how long I can take to complete the MCM program?

A: You are expected to finish the program within four years. If you require additional time, you must request it in writing from the program director. Most students take a minimum of two classes (6 credits) per semester.

Q: Is it possible for a core course to be waived due to a previous course in another graduate program?

A: Yes, the Director can waive a core course if you have taken something very similar in another graduate program. Written permission must be kept on file to document that the coursework was waived. You still need to complete 36 credits to earn your degree.

Schedules and Office/Campus Closings

Q: What is a Change in Designation Day?

A: The university will sometimes change class schedule days due to holidays. You can find out about the schedule during holiday weeks on the Rutgers Schedule page:
<https://scheduling.rutgers.edu/scheduling/academic-calendar>.

Q: If classes are canceled due to inclement weather, how will I find out? How do I find information about weather-related closings?

A: Go to the Campus Status information website at <https://www.rutgers.edu/status>. You will also hear announcements regarding Rutgers University on radio stations. It is extremely rare for Rutgers to close completely due to weather, but delays and closings can occur.

Q: What time does the MCM office open and close, and where is it located?

A: The Office of Student Services is set up exclusively to serve all SC&I graduate students, including MCM students. The office is located on the second floor, in room 214, which is almost directly opposite the SC&I lounge. Office hours are 9:00 a.m. – 4:00 p.m. You can reach the OSS staff at 848-932-7550 or mcm@comminfo.rutgers.edu. Dr. Dool is in Room 206 and is

generally on campus Monday through Thursday. You can reach him at 908-627-2600.

Q: Is the Student Services Office open between Christmas and New Year's?

A: No, it is not.

Grades and Graduation

Q: How do I find out my grades?

A: The Student Services office is not able to provide you with your grades verbally, by email, or by mail. The only way to check your grades is to go to your [MyRutgers portal](#). Go to <https://my.rutgers.edu/portal/> just as if you were going to check your email. Log in to the site and click on the "Academics" tab. Your current classes will be listed in the upper left-hand corner. If grades have been entered into the system, they will appear next to the class. You can also print out an unofficial copy of your transcript from this screen. You can request official [transcripts](#) via the Registrar at <https://transcripts.rutgers.edu/transcripts/index.html>.

Q: What do I need to do to graduate?

A: When you begin the semester in which you will graduate, you must apply for your diploma. You must also reply to the MCM listserv email from Student Services asking graduating students to complete their specialization survey. Please respond to Student Services to ensure the timely completion of your application to graduate.

Q: When will I get my diploma?

A: Your diploma will be mailed to you from the graduate registrar.

Q: What happens if I don't get my diploma application in on time?

A: You can still attend convocation, but there may be a delay in receiving your diploma.

Q: What is the difference between SC&I Convocation and University Commencement?

A: SC&I Convocation is a more intimate ceremony held at the Jersey Mike's Arena on the Livingston Campus. This ceremony is limited to students graduating with SC&I majors. University Commencement is for all students graduating throughout the university that term.

Miscellaneous

Q: What types of funding or scholarships are available to MCM Students?

A: MCM does not offer scholarships or assistantships. There are two small scholarships available for which you can apply based on both merit and financial need; applications for these scholarships are due during the spring.

Q: Is there a communication association I can join as a student?

A: Yes, there are several. The New Jersey Communication Association is a good one to join on the local level. **Our faculty members attend numerous conferences and associations within each department. The best way to learn about them is to ask faculty who share your interests which ones they recommend.**

Q: Is there funding for students to attend conferences?

A: Yes, there is some funding available. If you find a conference you wish to attend, you should inquire with the program Director if there is support available at that time.

MCM Program Core and Specialization Requirements

Core Courses

These five courses fulfill the **MCM Program Core** requirements. All students are required to take these courses (12 credits) regardless of their specialization:

- 17:194:508: E-portfolio**
- 17:194:548: Communication Ethics or 17:194:594: Digital Media Ethics*
- 17:194:513: MCM Graduate Experience (0 Credit/Tuition, 3-Hour Live Workshop)
- 17:194:514: Communication Research or 17:194:556 Digital Media Research*
- 17:194:519: Capstone Seminar

**Those specializing in Digital Media would take Digital Media Ethics and Digital Media Research. All others would take Communication Ethics and Communication Research. The program also differentiates the Capstone course to allow students to work on papers or projects related to their specialization.*

***Students specializing in Communication and Media Research are not required to enroll in e-portfolio (508).*

Recommended Course Sequence

First Semester:

- 17:194:513: MCM Graduate Experience **AND**
- 17:194:508: E-portfolio (except Communication and Media Research specialization)

Second Semester:

- 17:194:556: Digital Media Research (for Digital Media specialization) **OR**
- 17:194:514: Communication Research (for all other specializations)

Last Semester Before Graduation:

- 17:194:519: Capstone Seminar (*Only offered in Spring and Fall*); advising course where you work with a faculty advisor

MCM courses are offered in several formats:

- Online (Asynchronous — Discussion-based, no live sessions)

- Online (Synchronous — live through Zoom)
- On-Campus
- Hybrid (On-Campus and Asynchronous)

MCM students can complete the degree using these formats.

Note: Students opting for the Communication and Media Research specialization are not able to complete the degree 100% online.

MCM Specializations

The MCM program offers students the opportunity to focus their studies in areas of professional or research interests. There are six areas of specialization. Each specialization has two or three core courses and recommended electives.

Strategic and Leadership Communication

The Strategic and Leadership Communication specialization emphasizes theory-informed, research-based study of organizational process, structure, and interaction, as well as the use of new communication technologies in organizational and societal contexts. Courses examine organizations in various contexts, including businesses, nonprofits, civil society, and government. This specialization may be especially appealing to those with career goals in organizational leadership, corporate communication, advocacy, administration and management, training and development, consulting, change management, stakeholder relationship management, and social media management.

This specialization also examines the concepts of sustainability, organizational purpose, and corporate social responsibility (CSR), which are becoming increasingly crucial to understanding the role of business in society. This specialization aims to define CSR and how organizations create social impact. Whether Corporate Social Responsibility is understood as organizations taking responsibility or society holding organizations accountable, the underlying issues are about the environmental, social, and governance opportunities and risks that have emerged in today's globalized, networked world.

We explore the competencies required to be an effective communicator across the three primary modalities: one-to-one, one-to-many, and various electronic forms of communication. This specialization may be especially appealing for those who have career goals in organizational leadership, want to enhance their personal leadership communication skills, or expand their professional leadership/management credentials.

Specialization Core Requirements (9 credits)

- 17:194:510: Communication and Society
- 17:194:511: Organizational Communication
- 17:194:540: Organizational Leadership

Electives (15 credits)

Students can take any MCM course as an elective. Any combination of courses can be used to fulfill elective requirements. Students do not need to stay within a track to fulfill their electives. Students may apply up to six credits from outside of SC&I (including those transferred in from other universities and approved by the MCM program director).

Related Elective Courses

These courses are electives for this specialization.

- 17:194:512: Communication and Technology
- 17:194:516: Service, Advocacy, and Impact
- 17:194:518: Persuasion and Advocacy
- 17:194:525: Internships
- 17:194:541: Organizational Decision Making
- 17:194:559: Organizational Change and Communication
- 17:194:542: Interorganizational Relationships and Stakeholder Communication
- 17:194:544: Organizational Cultures and Diversity
- 17:194:546: Social Media
- 17:194:572: Nonprofit Organizations
- 17:194:577: Creating Social Impact
- 17:194:580: Crisis Communication
- 17:194:592: Digital Advocacy and Persuasion
- 17:194:593: Globalization, Media, and Social Change

Other potential electives

- 17:194:532: Dynamics of Global Organizations
- 17:194:534: Organizational Communication Networks
- 17:194:549: Organizational Assessment
- 17:194:566: Small Group Communication

Cross-listed Ph.D./MCM Courses (as offered by semester)

Special Topics Courses (as provided by semester)

Example Courses:

- 5XX Topics: Multiculturalism and Leadership: Communication Perspectives
- 5XX Topics: Leadership Communication
- 5XX Topics: Leaderocity: Leading at the Speed of Now

Electives can be fulfilled with a combination of internships, fellowships, research practicum, and teaching internships. Electives can also include up to 6 credits of Experiential Learning.

NOTE: Students must have at least 30 credits of actual coursework (not independent/practicum work).

Communication and Media Studies

Communication and Media Studies is a general specialization in which students create a self-designed course of study that draws across any Master of Communication and Media (MCM) specialization, as well as courses in other areas of the School of Communication and Information (SC&I).

Specialization Core Requirements: None

Courses in organizational communication, mediated communication, health communication, social interaction, knowledge management, and media studies are offered throughout the year. Many of these courses are cross-listed with the school's Ph.D. program or Master of Information program.

Electives (24 credits)

Students can take any MCM course as an elective. Any combination of courses can be used to fulfill elective requirements. Students do not need to stay within a track to fulfill their electives. Students may apply up to six credits from outside of SC&I (including those transferred in from other universities and approved by the MCM program director).

Related Elective Courses

These courses are electives for this specialization.

- 17:194:510: Communication and Society
- 17:194:511: Organizational Communication
- 17:194:512: Communication and Technology
- 17:194:517: Media Studies: Theory and Practice
- 17:194:525: Internships

Students in this Specialization can select electives from all listed MCM Courses. The intent is for students to tailor their MCM journey to their interests. You can blend courses from all the specializations.

Special Topics courses (as offered by semester)

Cross-listed Ph.D. courses (as provided by semester)

Electives can be fulfilled with a combination of internships, fellowships, research practicum, and teaching internships. Electives can also include up to 6 credits of Experiential Learning.

NOTE: Students must have at least 30 credits of actual coursework (not independent/practicum work).

Communication and Media Research Specialization (CMRS)

The Communication and Media Research specialization is intended for students who wish to take a more research-oriented course of study. It is also designed for those students who may wish to pursue a Ph.D. program after completing the MCM degree. These students have

somewhat different courses. In addition to coursework, these students will be involved in empirical research with a faculty member, assist in teaching a course, and have a research-oriented focus on their studies and Capstone project.

CMRS students also complete these MCM Program Core Courses (9 credits):

MCM Graduate Experience (17:194:513) – 0 credit, 0 tuition, 3-hour one-time Zoom Workshop)

Communication Ethics (17:194:548)

Communications Research (17:194:514)

Specialization Core Requirements: 6 credits

Complete one of these three courses (3 credits):

- 17:194:510 Communication and Society
- 17:194:509 Digital Media Innovation
- 17:194:560 Health Communication

Research Internship: 3 credits

- 17:194:523 or 17:194:524

Colloquium: attend at least one per semester (0 credit)

- 17:194:500 Colloquium

Electives (21 credits)

These courses are recommended for this specialization.

- 7:194:525 Internships
- 17:194:535 Research Practicum
- 17:194:543 Organizational Communication Research

Communication and Media Research students can take any MCM course related to their research interests.

Special Topics courses (as offered by semester)

Cross-listed Ph.D. courses (as provided by semester)

Health Communication Specialization

The Health Communication specialization is designed for students who wish to specialize in various contexts related to community wellness and health interaction, including public health communication, facilitated provider-patient communication, health campaigns and advocacy, and community health and wellness.

Specialization Core Requirements (6 credits)

17:194:560: Health Communication

17:194:561: Topics in Communication and Health (Patient-Provider Communication)

Electives (18 credits)

Any combination of courses can be used to fulfill elective requirements. Students do not need to stay within a track to fulfill their electives. Students may apply up to six credits from outside of SC&I (including those transferred in from other universities and approved by the MCM program director).

Related Elective Courses:

These courses are electives for this specialization.

- 17:194:518: Persuasion and Advocacy
- 17:194:525: Internships
- 17:194:580 Crisis Communication
- 17:194:566 Small Group Communication
- 17:194:572: Nonprofit Organizations
- 17:194:563: Applied Interactive Research in Health and Wellness
- 17:194:561 Topics in Communication and Health (Communicating Emotion)
- 17:194:575: Communication and Normative Influence

Special Topics courses (as offered by semester)

Cross-listed Ph.D. courses (as provided by semester)

Electives can be fulfilled with a combination of internships, fellowships, research practicum, and teaching internships. Electives can also include up to 6 credits of Experiential Learning.

NOTE: Students must have at least 30 credits of actual coursework (not independent/practicum work).

Digital Media

The Digital Media specialization is intended for journalists and other media or communication specialists who wish to retool and gain an understanding of 21st-century media. This includes the study of grassroots reporting and advocacy. The specialization will ensure students are conversant in digital video capture, editing, and production, as well as social media management. This specialization can be completed online (with access to electives from other specializations).

Specialization Core Requirements (6 credits)

17:194:509: Digital Media Innovation

17:194:517: Media Studies: Theory and Practice

Electives (18 credits)

Any combination of courses can be used to fulfill elective requirements. Students do not need to stay within a track to fulfill their electives. Students may apply up to six credits from outside of SC&I (including those transferred in from other universities and approved by the MCM program director).

Related Elective Courses

These courses are electives for this specialization.

- 17:194:507: Digital Media Production
- 17:194:512: Communication and Technology
- 17:194:525: Internships
- 17:194:540: Organizational Leadership
- 17:194:546: Social Media
- 17:194:580: Crisis Communication
- 17:194:590: Digital Journalism
- 17:194:591: Critiquing Marketing Communications
- 17:194:592: Digital Advocacy and Persuasion
- 17:194:593: Globalization, Media, and Social Change
- 17:194:596: Creative Engagement
- 17:194:597: Newer Media Law and Policy
- 17:194:549: Organizational Assessment
- 17:194:551: Children and Media

Special Topics courses (as offered by semester)

Cross-listed Ph.D. courses (as provided by semester)

Electives can be fulfilled with a combination of internships, fellowships, research practicum, and teaching internships. Electives can also include up to 6 credits of Experiential Learning.

NOTE: Students must have at least 30 credits of actual coursework (not independent/practicum work).

Public Relations

The Public Relations specialization is designed for those public relations professionals to enhance their professional credentials or those who wish to enter this fast-growing and dynamic profession. We explore the competencies required to be an effective public relations practitioner in this dynamic, complex, and socially driven environment. We offer you both the emerging theories of the practice of public relations as well as the skills you need to have to compete successfully in this profession. Many of our courses are taught by highly experienced senior public relations practitioners.

Specialization Core Requirements (9 credits)

17:194:545: Public Relations Management

17:194:547: Public Relations Strategy

17:194:576: Public Relations Effectiveness and Analytics

Electives (15 credits)

Any combination of courses can be used to fulfill elective requirements. Students do not need to stay within a track to fulfill their electives. Students may apply up to six credits from outside

of SC&I (including those transferred in from other universities and approved by the MCM program director).

Related Elective Courses

These courses are related electives for this specialization.

- 17:194:518 Persuasion and Advocacy
- 17:194:525 Internships
- 17:194:542 Interorganizational Relationships and Stakeholder Communication
- 17:194:546 Social Media
- 17:194:558 International PR

Cross-listed Ph.D. courses (as offered by semester)

Special Topics courses (as offered by semester)

Example Courses:

- 17:194:566: Small Group Communication
- 17:194:572: Nonprofit Organizations
- 17:194:580: Crisis Communication
- 17:194:577: Creating Social Impact: A Stakeholder Framework Approach

Electives can be fulfilled with a combination of internships, fellowships, research practicum, and teaching internships. Electives can also include up to 6 credits of Experiential Learning.

NOTE: Students must have at least 30 credits of actual coursework (not independent/practicum work).

MCM Degree Completion Student Self-Checklist

Each MCM student is expected to be aware of the MCM requirements and be responsible for tracking their progress to Graduation. Use this checklist to track your progress.

MCM Program Core requirements (12 credits)

All MCM students are required to complete these five courses:

- 17:194:508 E-portfolio*
- 17:194:548 Communication Ethics *or* 17:194: 594 Digital Media Ethics
- 17:194:513 MCM Graduate Experience (0 credit/tuition course, 3-hour live workshop)
- 17:194:514: Communication Research *or* 17:194:556: Digital Media Research
- 17:194:519 Capstone Seminar

MCM Specializations

Each of the MCM areas of specialization has two or three required core courses:

Strategic and Leadership Communication

Specialization Core Requirements (9 credits)

- 17:194:510: Communication and Society
- 17:194:511: Organizational Communication
- 17:194:540: Organizational Leadership

Communication and Media Studies

Specialization Core Requirements: None; you choose your courses to tailor your MCM degree.

- Electives (24 credits)

Communication and Media Research

This specialization is designed for students who intend to pursue Ph.D. studies or desire a more research-oriented focus.

Specialization Core Requirements (9 credits):

One of these three courses:

- 17:194:510: Communication and Society
- 17:194:509: Digital Media Innovation
- 17:194:560: Health Communication

Plus:

- 17:194:523 or 17:194:524: Teaching Internship (3 credits)
- 17:194:500: Colloquium (0 Credit) — one per semester

Health Communication Specialization

Specialization Core Requirements (6 credits)

- 17:194:560: Health Communication
- 17:194:561: Topics in Communication and Health (Patient-Provider Communication)

Digital Media

Specialization Core Requirements (6 credits)

- 17:194:509: Digital Media Innovation
- 17:194:517: Media Studies: Theory and Practice

Public Relations

Specialization Core Requirements (9 credits)

- 17:194:545: Public Relations Management
- 17:194:547: Public Relations Strategy
- 17:194:576: Public Relations Effectiveness and Analytics

MCM Program Electives

- Strategic and Leadership Communication: 9 credits specialization core → 15 credits electives
- Digital Media: 6 credits specialization core → 18 credits electives
- Health Communication: 6 credits specialization core → 18 credits electives
- Public Relations: 9 credits specialization core → 15 credits electives

- Communication and Media Studies (general): zero credits specialization core → 24 credits electives
- Communication and Media Research (CMR): (E-portfolio waived; Teaching Internship, 3 credits; Research Practicum, 3 credits; 18 credits electives; Colloquium, zero credits each term)

Graduation checks:

- Total = 36 credits
- Cumulative MCM GPA ≥ 3.0
- ≥ 30 credits must be standard coursework (not internships/practica/independent study)

MCM students who have completed these requirements must apply for graduation using this link to the [diploma application](#):

<https://grad.admissions.rutgers.edu/Diploma/Login.aspx?ReturnUrl=%2f%20Diploma>