RUTGERS–NEW BRUNSWICK
School of Communication and Information

Masters in Communication & Media (MCM)
MCM Core & Specialization Requirements

MCM Program Core Courses

These five courses fulfill the **MCM Program Core** requirements. <u>All MCM students will take these courses regardless of their specialization</u>. (**12 Credits**)

- 508: ePortfolio*
- 5XX: Communication Ethics (548) or Digital Media Ethics (594)*
- 513: MCM Graduate Experience (0 Credit, 0 Tuition, one-time Live 3 Hour Workshop)
- 5XX: Communication Research (514) or Digital Media Research (556)*
- 519: Capstone *

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.

Those students specializing in Communications and Media Research are not required to enroll in ePortfolio (508).

Course sequencing: Students must enroll in 513 in their first MCM semester. Students should also enroll in 508 in their first MCM year. Students should enroll in the Research class in the second semester of the first MCM year. Students should enroll in the Capstone (519) in the last semester in the program before their expected graduation date.

Course	Timing	Note
MCM Graduate Experience 17:194:513	MCM **First** Semester	This is a one-time 3 Hour live Workshop (Zoom). 0 Credit, 0 Tuition
ePortfolio	MCM **First** Semester	All specializations <u>except</u> Communication and Media Research
Research Course	MCM **Second** Semester	*For Digital Media:* Digital Media Research (17:194:556)

		For all other specializations: Communication Research (17:194:514)
Capstone 17:194:519	MCM **Final** Semester *Only Offered in Spring & Fall*	Advising Course where you will work with a Faculty Advisor

End of Program Requirements

To successfully complete the MCM Program students must:
- Complete the MCM Program Core Courses listed above
- Complete the required Specialization Core Requirements related to their declared specialization.

- Present their Research Paper or Project completed in the MCM Capstone Class (519) at a public colloquium. These are scheduled at the end of the semester (either May or December). The requirements are explained in the Capstone Class.
- Present and deliver two requirements related to the ePortfolio class taken in the first MCM semester.
    - Student will present their ePortfolio at a Professional Showcase scheduled at the end of each Fall and Spring semester.
    - Deliver a Leadership Narrative Briefing to the MCM Program Director.

- These requirements are fully explained in in the Appendix.

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;**

100% Online or a blend of online, on-campus or hybrid.

MCM Specializations

The MCM program offers students the opportunity to focus their studies in areas of professional or research interests. There are six (6) areas of specialization. Each specialization has two or three core courses and recommended electives.

Strategic and Leadership Communication

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

This specialization also looks at the concepts of sustainability, organizational purpose and corporate social responsibility (CSR) that are becoming more and more crucial to understanding the role of business in society. This specialization aims at defining 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 needed to be an effective communicator in all three main modalities: one to one, one to many and various 'e' forms of communication. This specialization may be especially appealing for those who have goals for careers in organizational leadership, want to improve their personal leadership communication skills or add to their professional leadership/management credentials.

Specialization Core Requirements (9 credits)

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

Electives (15 Credits)

Students can take any MCM course as an elective, these are the ones most related to this specialization.

Any combination of courses can count toward electives. _Students need not stay within a track for fulfillment of electives._ Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Program Director from other Universities).

Related Elective Courses
These courses are electives for this specialization.

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

Other potential electives

532 Dynamics of Global Organizations
534 Organizational Communication Networks
549 Organizational Assessment
566 Small Group Communication

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester).

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

Electives can also include up to 6 credits of **Experiential Learning**

> Can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships

> **NOTES:** 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).

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.

Specialization Core Requirements

- **None**

Electives (24 Credits)

Students can take any MCM course as an elective.

Any combination of courses can count toward electives. *Students need not stay within a track for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Program Director from other Universities).

Related Elective Courses
These courses are electives for this specialization.

510 Communication and Society
511 Organizational Communication
512 Communication & Technology
517 Media Studies
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.

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester)

Electives can include up to 6 credits of **Experiential Learning:**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

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

Communication and Media Research
For students intending to continue to PhD studies or who desire a more research oriented focus.
This specialization can not be completed 100% online.

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 as listed below. In addition to coursework, these students will be involved in empirical research with a faculty member; assist in teaching a course, and focus their study and Capstone project with a research orientation.

CMRS student 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):

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 - 17:194:524

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

17:194:500 Colloquium (0 Credit)

Electives (21 credits)

These courses are recommended for this specialization.
- [17:194:525 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.

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester)

Electives can include up to 6 credits of **Experiential Learning**

> These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

> **NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

Health Communication Specialization

The Health Communication 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.

Specialization Core Requirements (6 credits)

- 560 Health Communication
- 17:503:505 Interpersonal & Relational Facets of Health Communication

Electives (18 Credits)

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

***Related Elective Courses*:**
These courses are electives for this specialization.

518 Persuasion and Advocacy
525 Internships
580 Crisis Communication
566 Small Group Communication
572 Non-Profit Organizations
595 Community Engagement
17:503:503 Mediated Health Communication
17:503:504 Health Messages and Campaign Design

Special Topics Courses (as offered by semester

Cross listed PhD Courses (as offered by semester)

Electives can include up to 6 credits of **Experiential Learning**

> These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

> **NOTES:** 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 understanding of 21st century media. This includes 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 is completely online, although face-to-face or online electives in other specializations are available to these students.

Specialization Core Requirements (6 credits)

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

Electives (18 Credits)

 Any combination of courses can count toward electives. _Students need not stay within a specialization for fulfillment of electives._ Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Related Elective Courses
These courses are electives for this specialization.

507 Digital Media Production
512 Mediated Communication
525 Internships
540 Organizational Leadership
546 Social Media
565 Media, Science & Society
580 Crisis Communication
590 Digital Journalism
591 Critiquing Marketing Communication
592 Digital Advocacy and Persuasion
593 Globalization, Media and Social Change
596 Creative Engagement
598 Digital Media Law and Policy
599 Media & Pop Culture

**Cross listed PhD/MCM Courses (as offered by semester)**

**Special Topics Courses (as offered by semester):**

Electives can include up to 6 credits of **Experiential Learning**

> These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

> **NOTES:** 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 needed to be an effective public relations practitioner in this dynamic, complex and social-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)

545 Public Relations Management
547 Public Relations Strategy
576 Public Relations Effectiveness: The Use of Analytics

Electives (15 Credits)

Any combination of courses can count toward electives. *Students need not stay within a specialization for fulfillment of electives.* Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Related Elective Courses
These courses are related electives for this specialization.

518 Persuasion and Advocacy
525 Internships
542 Interorganizational Relationships and Stakeholder Communication
546 Social Media
558 International PR
559 Organizational Change and Communication
566 Small Group Communication
572 Non-Profit Organizations
580 Crisis Communication
591 Critiquing Marketing Communication
592 Digital Advocacy & Persuasion
595 Community Engagement

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester):

As examples:

571 Topics: PR History and the Modern World
573 Topics: Reputation Management

Electives can include up to 6 credits of **Experiential Learning**

> These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

> **NOTES:** Students must have at least 30 credits of actual coursework (not independent/practicum work)

Appendix

RUTGERS

School of Communication and Information

The ePortfolio and Capstone Experiences

Masters of Communication and Media (MCM)

The ePortfolio class (17:194:508) is one of the MCM Program core courses. All MCM students are expected to take the course in their first MCM semester.
It is one of our "Bookend" courses, the other being the Capstone Course (17:194:519), which MCM students take in their final semester.

The intent is that every MCM student leaves the MCM Program with evidence of their skills, competencies and experiences. 90% of MCM students enroll in the Program for professional reasons. They want to enhance their professional skills and competencies to compete for promotions, pivot to a new professional area, to take on broadened responsibilities, lead new projects or to add to their credentials.

We want our MCM students to leave our program with tangible evidence of enhanced competencies and deeper experiences. This comes in the form of two portfolios:

> The **professional** portfolio started in the ePortfolio class

> The **academic** portfolio represented by the Research Paper completed in the Capstone course.
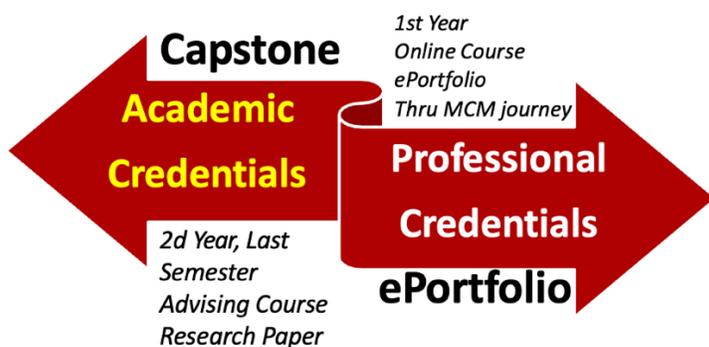
The intent is for your professional portfolio that you create in the ePortfolio class to be a **living** document. You should add to it as you progress through the MCM Program. There is a wide range of additions you can make including skills enhanced in other MCM courses, unique or interesting assignments from your classes, teaming experiences, or extracurricular activities that add to your experience. You should also include any outside experiences that add to your credentials. Keep in mind this is all about extending and enhancing your brand to ensure your credentials are supporting your professional goals.

What to Add as You Progress in MCM (Examples)

Each Semester	Key assignments, presentations, research, leadership reflections
After Each Course	Skill summaries (e.g., crisis comms, data storytelling, strategic comms)
After Class Projects or Major Papers	Work samples, client reports, media artifacts, campaign plans
After Feedback Moments	Instructor comments, peer feedback, leadership reflections
Outside of MCM	New roles, certifications, speaking engagements, awards
Journals/Reflections	Reflections on learning growth & leadership mindset

The MCM e-Portfolio is your professional proof-of-value — a curated, evolving showcase of your skills, competencies, and achievements throughout the program.

As you develop these in the ePortfolio class keep them updated and vibrant.
Examples:

Statement of Purpose
Professional Bio orResume
LinkedIn Site
Work Samples Skills & Competencies

Goal: When you graduate, you leave with more than a degree — you leave with a **strategic, evidence-based record of your expertise** to support career advancement, transitions, and leadership opportunities.

Think of your portfolio as your professional story in motion. This is not a once-and-done assignment — it is a tool that grows with you.

As a living Portfolio it can act as tangible evidence of strategy thinking, communication mastery, leadership ability, teaming prowess and a results orientation. It will accelerate career mobility, if you invest in it. It may result in internal mobility, promotions, executive visibility, and expanded networking.

There is an old saying, "inspect what you expect." With that in mind, **in your final MCM Semester, you have two obligations:**

(1) You will present your Capstone Research Paper in a Public Colloquium. Details will be provided in the Capstone (519) Class.

(2) You will also present your ePortfolio in your last MCM semester. This will be done in two parts:
   a. **Professional Showcase** where you will present your final updated professional portfolio citing specific highlights that you feel were most significant. This will be done via a Zoom-based event attended by faculty and fellow students. 10 mins.

   b. A **Leadership Narrative Briefing** where you highlight key development moments, strengths, identity as a communicator-leader. A Word Template will be provided. This Briefing will be submitted to the MCM Program Director.

Keep in mind that you are not just collecting documents, you are curating a personal brand. You are not just posting assignments, you are demonstrating ability. You are not just fulfilling a course requirement, you are building and adding to your future professional identity.