Our program enhances professional skills through courses in strategic communication/public relations, multi-platform storytelling, reporting and media research and theory.

In addition, a degree from the UALR School of Mass Communications offers:

- Courses taught by experienced faculty.
- Courses in traditional, online, and hybrid formats.
- Traditional courses mostly held in the evenings once a week, for added convenience.
- Although the program may be completed in as little as 12 months, it is highly recommended students enroll for four semesters to finish the degree.

Students complete the program with a professional project or thesis capstone. Some financial assistance is available.

Graduate Coordinator Contact
Kwasi Boateng, Ph.D.
501.569.8497
kxboateng@ualr.edu

ualr.edu/masscomm/academics/graduate-studies

UALRMASSCOMM
UALRSMC
**Program structure**

Requires 33 credit hours total

Core courses include:
- 3 hours of law/policy
- 3 hours of ethics/diversity

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**Mass Media Research Option**
21 additional hours of coursework including 6 hours of Thesis

- MCOM 7340 Sem in Journalism History or
- MCOM 7337 Media Criticism or
- MCOM Quantitative Methods

**REQUIRED:** Any graduate coordinator approved 7000 MCOM theory-intensive course that supports the capstone, but is not already fulfilling a degree requirement. Students completing a thesis must complete nine elective hours and six hours of MCOM 8000 Thesis.

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**Professional Mass Media Option**
Requires 24 additional hours in related coursework including 12 hours of electives and 3 hours of professional project

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**Multi-platform journalism**
- MCOM 7365 New Media Writing and Producing
- MCOM 7370 New Media Publishing

Students in the Multi-Platform Journalism track must complete 12 hours of electives and MCOM 7398, Professional Project.

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**Strategic Communication**
- MCOM 5381 PR Cases
- MCOM 7350 PR for 21st Century Nonprofits

Students in the Strategic Communication track must complete 12 hours of electives and MCOM 7398, Professional Project.

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**Steps for admission**

1. Complete an online graduate school application at unalgrad.org/application/
2. Obtain official transcripts from all baccalaureate or undergraduate institutions attended, with the final degree posted.
3. Prepare updated resume.
4. Write statement of purpose.
5. Include two letters of reference
6. Submit to:

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University of Arkansas at Little Rock
ATTN: Graduate School
Ottenheimer Library, 5th Floor
2801 South University Avenue
Little Rock, Arkansas 72204-1099

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**Online application and all supporting documentation are due:**

- **Fall Semester**: Mid-July
- **Summer Semester**: Mid-April
- **Spring Semester**: Mid-December