# A New Media Curriculum Grounded in Tradition

The Master of Science in Communications curriculum is designed to build students foundational knowledge of media law, applied research, theory and practice as they gain insights into the digital tools and systems changing the industry today.

## Program Requirements

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<th>Credits</th>
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<td>CORE COURSE</td>
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<td>SPECIALIZATION</td>
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<td>CAPSTONE</td>
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### Core Courses (18 credits)

- Introduction to Digital Communications
- Multimedia Storytelling
- Digital Communications Systems
- Social Media for Public Relations
- Media Law
- Applied Research in Content Management
- Advertising and Public Relations Research Design

### Specialization Coursework (9 credits)

Students choose one concentration and complete three required courses.

**ADVERTISING**
- Strategic Principles and Practices
- Topics in Advertising: Communications Planning
- Digital Branding and Strategy

**PUBLIC RELATIONS**
- Public Relations Theory
- Public Relations Management
- Public Relations Campaign Planning and Execution

**JOURNALISM INNOVATION**
- Web and Mobile Story Production
- Data-Driven Journalism
- Emerging Media Platforms

### Capstone (3 credits)

Students complete one capstone.

- Capstone: Digital Communications Strategy and Entrepreneurship

### Immersion Experiences (3 credits)

Students attend two immersion experiences during their program. Immersions are 1.5 credits each.

To learn more, speak with your admissions counselor or visit communications.syr.edu/academics.