Media Advocacy, MS

The Master of Science in Media Advocacy places particular focus on developing direct and indirect advocacy skills: that is, to influence government decision makers directly and to change minds indirectly through shifting public opinion. The program uniquely combines grounding in governmental structures and the legal system with sophisticated training in the latest communication techniques including social media, web communications, and videography, as well as data analytics and data-driven storytelling. Successful graduates will be empowered to promote the public agenda of employers ranging from mission-driven organizations, such as the ACLU or the Sierra Club, to industry leaders, such as hospitals and technology companies, to lobbying and strategic communications groups and political consulting firms.

Program Requirements
Core Requirements

Code	Title	Hours
JRNL 5400	Media and Advocacy in Theory and Practice	4
JRNL 5480	Research for Media Strategy	4
LW 6400	Law, Policy and Legal Argument	4
LW 7667	Law and Ethics of Advocacy	3

Electives

Code	Title	Hours
A minimum of 17 credits of electives is required. No more than 8 semester hours can be taken outside of the College of Arts, Media, and Design or the School of Law.		17
Complete a minimum of 4 semester hours of coursework from the College of Arts, Media, and Design. Choose from recommended focus areas of JRNL, ARTD, ARTG, COMM, and INAM (additional areas may be chosen in consultation with your adviser).		
Complete a minimum of 5 semester hours of coursework from the School of Law.		

Program Credit/GPA Requirements

32 total semester hours required
Minimum 3.000 GPA required

Plan of Study
Sample One-and-a-Half Years with No Co-op

Year 1

Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours
JRNL 5400	4	JRNL 5480	4	Vacation	0	Vacation	0
LW 6400	4	Elective 2	3-4				
Elective 1	3-4	Elective 3	3-4				
	11-12		**10-12**		**0**		**0**

Year 2

Fall	Hours
LW 7667	3
Elective 4	3-4
Elective 5	3-4
Elective 6	3-4
	12-15

Total Hours: 33-39