



Newhouse

Professional Master's Programs Handbook

2017-18

Syracuse University
S.I. Newhouse School of Public Communications

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Professional Master's Study at Newhouse

Welcome to Newhouse! As a professional master's student at the [S.I. Newhouse School of Public Communications](#), you are part of a community of about 80 full-time faculty, 50 adjunct faculty members, 50 staff, 1800 undergraduate students, and 250 graduate students involved in research, teaching, and learning about public communications in world societies.

Administration

[Lorraine Branham](#) - Dean

[Amy Falkner](#) - Senior Associate Dean for Academic Affairs

[Joel Kaplan](#) - Associate Dean for Professional Graduate Studies

[Hub Brown](#) - Associate Dean for Research, Creativity, International Initiatives & Diversity

[Rosanna Grassi](#) - Associate Dean for Student Affairs

[Karen McGee](#) - Assistant Dean for Student Affairs

Graduate Records Office

Martha Coria, Assistant Director

Linda Mathis, Academic Advisor

Kelly Needham, Office Assistant

Important Documents

[Syracuse University Graduate Course Catalog](#)

[Syracuse University Academic Rules and Regulations](#)

[Syracuse University Student Handbook](#)

The Newhouse School imposes some additional rules, which are set forth in this document. The rules, policies and procedures outlined here will guide your time at Newhouse. As a student, you are ultimately responsible for knowing and completing your degree requirements. The Newhouse Graduate Records Office is here to assist you in those endeavors. All paperwork relating to your master's degree must go through this office. Please direct any procedural questions concerning your graduate studies, such as program of study requirements, to this office.

Communications

Email and NetID

Syracuse University has established [email](#) as a primary vehicle for official communication with students. The University expects that you will receive and read email in a timely manner. Newhouse is not responsible for messages missed due to students not checking their SU email account. SU's [Information Technology and Services \(ITS\)](#) office issues you a [NetID](#) at the time you are admitted. You use your NetID as a University login as well as an email address. It will be listed on the University's [online directory](#). Please read the [official email policy](#) and review [eligibility and expiration](#).

Student Directory Information

It is important that we know how to contact you at a local address and telephone number. Go to [MySlice](#) to update all of your contact information. View the [Registrar's website](#) for additional details, including FERPA policies.

Social Media

We invited you to join a Facebook group entitled [Newhouse Master's Students 2017-18](#) at the time you were admitted. The Graduate Records Office also maintains a [Facebook page](#), a [Twitter handle](#) and a [LinkedIn profile](#). All these methods facilitate communication between you and us, as well as among prospective students, current students, and alumni. They do not replace official email notifications.

Tuition and Fees

As a graduate student, you pay your tuition per credit hour. Each May the University increases the hourly tuition rate. As a full-time Newhouse professional master's student, you have your tuition rate locked in from the summer you begin through the following summer. If you complete your program of study as outlined and finish all course requirements by June or August, you will pay the same tuition rate. If you take courses beyond that second summer, you must pay the new tuition rate. Due to the dual college nature of the programs, this tuition policy does not apply to Audio Arts nor Public Diplomacy.

You must also pay a one-time program technology fee during the fall semester. Joint degree students may also be charged fees from their other associated school or college. Exact tuition figures and program fee amounts, along with all other applicable fees is detailed in the University publication, [Tuition, Fees, and Related Policies](#).

Financial Aid

Incoming graduate students can apply for merit-based financial aid - fellowships, scholarships and instructional associate (IA) positions - by answering "yes" on the online application for admission by the published deadline. There are no further fellowship or scholarship opportunities for current students. The GRO will email IA and hourly job openings, along with associated deadlines and procedures, to continuing students each academic term.

Need-based aid is available in the form of government loans and is managed by the University's [Financial Aid Office](#), 200 Archbold, FinAidG1@syr.edu, 315-443-1513. You must file a [FAFSA](#) form and the applicable SU applications for financial aid via [MySlice](#).

In the event of serious and unexpected financial need, special small grants of tuition scholarship may be made by the Newhouse School to assist students in the final stages of their degree programs. Near the end of the spring semester, the Associate Dean will publish a memo describing what is required to apply for this form of aid. This resource is extremely limited and can be used only in extreme situations for a maximum of three credits. A finite credit pool is available and once these credits have been allocated, no additional awards are possible.

Merit Aid Rules

The following rules apply to Newhouse-awarded merit aid: instructional associates (IA), teaching assistantships (TA), administrative assistants (AA), research assistantships, some scholarships and other SU awards funded through the Newhouse School. These rules need not necessarily apply to research assistantships or fellowships awarded by grants external to the School nor the hourly jobs offered at the School.

1. Master's students must be in good academic standing, defined as having a cumulative GPA of 3.0 or higher, and having no more than one missing grade outstanding. Students holding academic year appointments are subject to review at the end of the fall semester.
2. For academic year appointments, master's students must demonstrate satisfactory job performance during the fall semester in order to continue in the spring.
3. Master's students cannot hold multiple IA/TA/AA positions concurrently in a given semester.
4. Master's students must be full-time and registered for at least nine credits required in the program in a given semester to receive merit aid.
5. Master's students may only receive IA/TA/AA positions for a maximum of three semesters.
6. For joint degree and dual degree students, the home school must approve any Newhouse merit aid.
7. IA/TA training is required for all instructional associates and teaching assistants and non-attendance constitutes forfeit of the position.

Forms

All paperwork relating to your academic record must go through the Graduate Records Office (GRO). You are responsible for getting faculty, adviser, and department chair signatures on these forms. After obtaining these signatures, you must return the form to the GRO for the Associate Dean's review and signature.

The following forms are all available in the GRO or [online](#):

Petition To The Faculty: Used to request any deviation from curriculum, such as waiving or replacing requirements, transferring graduate credits from another university, or taking a course from another school or college within SU.

Proposal For Independent Study: Used to register for independent study.

Internship Proposal/Agreement: Used to register for experience credit.

Grading Option Application: Used to audit a course.

Request For Incomplete Grade: Used when you are unable to complete a course's requirements in the semester for which you are registered. You and the instructor come to an agreement, whereby you will be allowed to complete the course requirements at a later date. The form is used to put this agreement in writing.

Add/Drop Form: Since most students adjust their schedules online, this is only used to drop a course after the add deadline has passed (since students cannot complete it on [MySlice](#) after that deadline) or to correct registration due to extenuating circumstances after deadlines have passed. It can also be used for flex classes that have different start and end dates.

Full-Time Status Form: In rare circumstances, this is used to certify a student as full-time during a particular term when a student is not registered for enough credits to be considered full-time.

Thesis Forms: Once you are ready to work on the thesis, several forms are required. Those include the *Master's Thesis Proposal Acceptance Form*, the *Proposed Master's Thesis Adviser and Committee*, and [Request for Examination](#).

Leave of Absence/Withdrawal: Used when a student elects to take a leave of absence or when a student is withdrawn for not making satisfactory progress in his/her degree program.

Student Records and Registration

Degree-Bearing Transcript

You must submit acceptable documentation of all degrees earned prior to matriculation in your graduate program at Syracuse University by the end of your first semester of study. Federal loans cannot be disbursed until this documentation has been received and verified. If you do not meet this requirement you may be prohibited from further registration. The Newhouse policy is to add a hold to your record if you have not provided this documentation by July 15, thus prohibiting fall registration in August.

Communications Law Waiver Request

If you took a communications law course within the past five years, you may be able to waive this master's program requirement and take another course in its place. You must have earned a B or better in a relatively recent course. A course description and syllabus are required. You must complete this [online form](#) by July 15 if you plan to request a waiver.

Waiving Requirements

Aside from communications law, as detailed above, you may use a [Petition to the Faculty](#) to waive other course requirements. You may be asked to provide a syllabus and obtain approval from another Newhouse department other than your own. Once a requirement is waived, you must take an additional course or courses to make up the credits. Please contact the Graduate Records Office for details.

Registration Information

You will register for classes using [MySlice](#). View the [Registration FAQ](#) as well as [academic calendars](#) showing registration deadlines. Be sure to check and resolve [Holds](#) before you register. The GRO will email you information about advising and course registration before each new term. You should follow your most recent and approved term-by-term advising sheet for your program of study.

Joint Degree Programs

You may wish to seek out the resources and expertise of the faculty and staff in the school or college associated with your joint degree.

Audio Arts, The College of Visual and Performing Arts (home college)

- [James Abbott](#), Co-Director
- [Joseph Morley](#), Office of Research and Graduate Studies

Computational Journalism, College of Engineering and Computer Science

Media and Education, School of Education

- [Jeff Mangram](#), Co-Director
- [Maryann Barker](#), Office Coordinator

New Media Management, Whitman School of Management

- [Theresa Jenkins](#), Academic Advisor

Public Diplomacy, Maxwell School of Citizenship and Public Affairs, PAIA

- [Josh Kennedy](#), Associate Director of Graduate Student Services, 225 Eggers Hall

Joint law students should consult with the [Office of Student Life](#) at the College of Law.

Students enrolled in more than one graduate program at Syracuse University are required to complete 80% of each program. By petition, a dual degree student may transfer a maximum of 20% from the other degree program as long as you meet all requirements for your Newhouse program. All rules regarding transfer credit still apply.

Course Selection

Before you register for your classes each term, you should attend the special advising session for your program of study and/or consult with your assigned Newhouse adviser or program director. Where choices of courses are allowed, your adviser will help you make appropriate decisions. However, even though you consult with an adviser, remember that the fulfillment of degree requirements is your responsibility as a graduate student.

Always check restrictions and/or prerequisites. You must take only graduate-level courses (courses numbered 500 and above) and follow the curriculum that has been established for your program of study. At least half of your course work must be at the 600-level or above.

Full-time graduate students are limited to taking a maximum of 15 credits each semester. A signed [petition](#) will be required by the Registrar's Office to register for additional credits in a given term, even if those credits will be audited. Once a petition is submitted, the student must register for the number of credits specified.

Permission Numbers

You will need a permission number if you try to register for a course that has restrictions you do not meet or if you are trying to register for a closed course. If it is a Newhouse course, you must fill out a *Wait List Form* in the Academic Programs Suite, 318 Newhouse 3. If approved, the department coordinator will email you a permission number. Do not use the online wait list feature on [MySlice](#) for Newhouse courses. If it is a non-Newhouse course, you should contact either the instructor or department chair to find out the appropriate procedure for obtaining permission.

Adding/Dropping Courses

From the first day of registration, you may go on [MySlice](#) and adjust your schedule. View the deadlines for adding and dropping courses on the [academic calendar](#) on the Registrar's website. After the add deadline, you may still drop courses until the drop deadline by using the *Add/Drop form*. After obtaining the required signatures, you must bring the form to the Registrar's Office in 106 Steele Hall by the deadline in order to be processed.

Deadlines for adding, dropping, and withdrawing from courses are absolute. The Registrar's Office will not honor adds, drops, or withdrawals received after the published deadlines. For fall and spring semesters, you have one week after the start of classes to add a course and three weeks to drop a course with a full refund. Different deadlines may apply for flex courses offered during only part of the semester. If you withdraw (this deadline is later than the drop deadline) from a course, the course will appear on your transcript with a "WD" (for withdraw), rather than a grade, and the tuition will not be refunded.

Auditing Courses

Master's students may audit courses on a space-available basis. You do not earn credit for audited courses and these courses will not fulfill any degree requirements. If you register for nine credits in a given semester, you may audit additional courses free of charge. Otherwise, you must pay the tuition cost for the audited course. A grade of "AU" will show up on your transcript and it does not affect your GPA. The deadline to audit a course is two weeks after the start of the semester (or later if it is a flex class). We cannot make exceptions to this deadline. Students may not attend courses they have not registered for via [MySlice](#).

To audit a Newhouse course, you must first fill out an *Audit Request Form*, obtained from the Academic Programs Suite or the GRO. Once completed, the GRO will submit it to the Associate Dean for Student Affairs. Once you have been approved to audit, you will be issued a permission number, if needed, and you must add the course via [MySlice](#). Then you must fill out the audit section on a *Grading Option Application*, obtain the instructor's signature, and take it to the Registrar's Office, 106 Steele Hall before the published deadline.

To audit a course outside of Newhouse, please contact the department or school/college to find out the procedure.

The Pass/Fail option is not available to graduate students.

Independent Study

All graduate independent studies are registered as 690 courses (and completed in the department of the faculty sponsor). If you take an undergraduate course for graduate credit (see below) you will also complete it as an independent study. You register for a 690 by completing a [Proposal for Independent Study](#) and by taking the following steps:

1. Identify and contact a faculty sponsor. Determine the goals and format for your independent study. Your faculty sponsor should complete items 1-4 and sign the form. Be sure the form states clearly and specifically the exact nature of the independent study, criteria for grading, and assignments on which the grading will be based.
2. Get your program director or department chair's signature and your adviser's signature.
3. Bring the completed, signed proposal to the GRO for the Associate Dean's review and signature. The GRO will send it to the Registrar's Office and they will add the course to your schedule. No additional online registration steps are necessary.

You may register for an Independent Study throughout the semester, up until two weeks before the last day of classes.

Special Note Regarding Undergraduate Level Courses: Graduate students cannot receive credit toward their degrees for undergraduate courses (courses numbered below 500). In some cases, however, a faculty member may allow you to attend an undergraduate course and supplement it with additional work, such as a special project, paper, or class presentation. If you work out such an agreement with a professor, you must register for an Independent Study in the same department in which the class is offered and follow the above instructions for doing so. You also must [petition](#) if this course is to fulfill a requirement in your program of study.

Internship

Unless you register for an internship class with an assigned department and number, Newhouse experience credits or internships are COM 670 courses (always completed under the COM department prefix). Students register for COM 670 by completing an [Internship Proposal/Agreement](#) and by taking the following steps:

1. Find an internship by speaking to faculty or using resources available at the Career Development Center.
2. Determine the number of credits. You can complete an internship for 1-3 credits. Some programs limit the number of internship credits students can complete so please check with your adviser. You must work 45 hours for each credit hour of experience credit earned, requiring a minimum of 135 hours' work for a three-credit internship.
3. Identify and contact a faculty sponsor. Determine the nature of faculty-student contact during your internship period. Your faculty sponsor should complete items 1-4 and sign the form. Be sure the form states clearly and specifically where and when the internship will take place, criteria for grading, and assignments on which the grading will be based.
4. Get your program director or department chair's signature and your adviser's signature.
5. Complete the required information on [OrangeLink](#) for the [Syracuse University Center for Career Services \(CCS\)](#), 235 Schine, ccsintps@syr.edu, 443-4271.
6. Bring the completed, signed proposal to the GRO for the Associate Dean's review and signature. The GRO will send it to CCS for a final signature and they will forward it to the Registrar's Office.

The Registrar will add the course to your schedule. No additional online registration steps are necessary.

You may register for an Internship throughout the semester, up until two weeks before the last day of classes.

Special Note: International students cannot do an internship until after they have studied at SU for a minimum of nine months, and must obtain approval for Practical Training from the Center for International Services prior to the start of the internship.

Request for Incomplete Grade

Incomplete grades can be granted only when exceptional circumstances prevent a student from completing a course within the usual time limits. To receive an incomplete, you must complete the [Request for Incomplete Grade](#) form. The form represents a contract between the student and the professor and specifies the reason for granting an incomplete and the conditions and time limit for removing it. All requests for an incomplete must be submitted prior to the completion of the semester. An incomplete is calculated immediately as an "F" in the GPA.

You must keep in mind that the granting of an incomplete is a special favor awarded by a professor, and evaluating work submitted to satisfy an incomplete often conflicts with the professor's obligations to his or her subsequent students, which, of course, must take precedence. Thus, you should not expect work submitted in completion of an incomplete to be graded with the same promptness as work submitted on time in regularly scheduled classes.

Transfer Credit

You may transfer into your program of study a maximum of 20% of your program's required credits. Specific credit earned at another accredited graduate school must carry at least a grade of B, must have been taken within seven years, must not have been used toward an undergraduate degree or its equivalent, must form an integral part of the degree program, and must be evaluated and approved by the academic department and the GRO. Details can be found in [Academic Rules and Regulations, Credit](#). The same rules apply if the credits are transferred from another Syracuse University graduate program. You must fill out a petition form and submit a syllabus and an official transcript. You should complete petitions for transfer credit during your first semester of study.

Full-Time Status

Students maintain full-time status during any one term by registering for six credits during summer sessions and registering for nine credits during fall or spring semesters. If you are not full-time, but believe to be doing full-time academic work, a [Full-Time Status Form](#) may be completed. If you have completed your coursework, but are working full-time on a thesis or project, you may register for GRD 998 and submit a full-time status form for a particular semester. Approval is up to the discretion of the program director and Associate Dean.

Good Academic Standing

The Graduate School has set a minimum grade point average for students to continue graduate work of at least a 2.8 out of 4.0 in the first 30 credits of graduate study. If you do not achieve this average, the Graduate School may cancel your matriculated status. Furthermore, to be awarded a master's degree,

you must have a 3.0 average overall in your official program of study and at least a 2.8 in all graduate courses taken at Syracuse University. The Graduate Records Office will notify you and put you on warning at the end of each term if the cumulative GPA has fallen below a 3.0.

In order to be considered to be making satisfactory degree progress, you must be enrolled in at least six credits per regular (fall, spring) semester. This rule may be waived for part-time students provided you have met with your program director and you have an agreed-upon plan for completing the degree in a timely manner.

Leave of Absence and Withdrawal

If it is necessary for you to withdraw or take a leave of absence from the University, you should file an official *Leave of Absence* form. Even if you do plan to return, it is important that you complete the proper paperwork so that you will remain in good standing with the School. If you do not enroll in classes for a particular fall/spring semester you must complete a leave of absence form and then apply for readmission prior to being able to register for classes again.

If you are not making satisfactory progress toward your degree then you may be withdrawn from the program on the decision of the program director and the Associate Dean. You may also be withdrawn on the basis of academic or disciplinary reasons. Readmission in these cases is subject not only to space availability, but also to satisfaction of additional requirements specified in the terms of the withdrawal.

If you apply for readmission to a degree program in which requirements have changed since the time of withdrawal or leave of absence, you may be required to satisfy the requirements of the program of study as currently defined. The program director and the Associate Dean will determine which set of requirements apply.

You will not be readmitted until all prior Syracuse University financial obligations and disciplinary actions have been satisfied. If the leave or withdrawal from the University was for medical reasons, you must be approved for readmission by the office that originally authorized your departure. Readmission is also dependent upon space availability in the program.

Readmitted students are eligible to register for the upcoming semester during the regular registration period in the prior semester or on the registration day for new students at the beginning of the semester.

The full details of this policy are outlined in [Academic Rules and Regulations, Leave of Absence](#).

Completing Your Degree

Diploma Request

In order to be awarded a graduate degree by the University, you must [File a Diploma Request](#) via [MySlice](#). You need to verify your name as it should appear on your diploma, your diploma mailing address, and the date you expect to graduate. There are four available graduation dates for master's students: Spring (May), Summer (June or August), and Fall (December). This date is not a reflection of

the graduation ceremony, but rather the date by which you will complete all degree requirements. Your diploma is mailed approximately six weeks after your master's degree is certified.

Graduation

You are welcome and encouraged to attend the **University Commencement** ceremonies held in May. Students completing their programs in May, June, and August are eligible to participate, as well as students who finished their programs the previous December. You must File your Diploma Request by the appropriate deadline. Convocation for the Newhouse School will occur on Saturday, May 12, 2018, and the University's Commencement will be Sunday, May 13, 2018.

Degrees Awarded

Departmental faculty established these degrees as appropriate for the particular field. To know what will appear on your diploma, view **Diplomas and Certificates** in Academic Rules and Regulations.

▪ Advertising	M.A.
▪ Arts Journalism	M.A.
▪ Audio Arts	M.A.
▪ Broadcast and Digital Journalism	M.S.
▪ Computational Journalism	M.S.
▪ Magazine, Newspaper and Online Journalism	M.A.
▪ Media and Education	M.A.
▪ New Media Management	M.S.
▪ Photography	M.S.
▪ Public Relations	M.S.
▪ Television, Radio and Film	M.A.

Public Diplomacy is a program of study leading to the M.A. degree in International Relations and the M.S. degree in Public Relations.

SU Transcript

To obtain an official transcript from SU, you may submit your request through **MySlice** -> Student Services -> Academics -> Transcript Request. Requests are processed by the **Registrar** and official transcripts are issued free of charge. You also have the option of printing your own unofficial transcript from **MySlice**.

Newhouse Master's Association

The Newhouse Master's Association, or NMA, is an organization created to support the Newhouse graduate students, coordinate community outreach, and promote cohesion among the students through fundraising and social events. A five-member executive board is elected every fall and officers are expected to hold and attend regular meetings through the academic year. Newhouse provides initial funds but the group is also asked to raise additional funds to meet its goal of scheduling social, community, and networking events throughout the year. NMA is also registered with the Syracuse University **Graduate Student Organization (GSO)**, which provides additional funding and resources.

Newhouse School Printing Policy

Newhouse students receive a \$25 credit at the beginning of each academic year for printing services in all campus computer labs, including the Newhouse computer labs. Prints will be deducted from your account automatically, based on the set cost for the printer you are printing to until that credit is exhausted. You can check your credit limit, print history and add funds to your account online at printing.syr.edu. You can also add money to your account using cash by visiting the Schine Copy Center (103 Schine) during normal business hours. You will be notified via email when your printing account balance drops below \$5, and again when it drops below \$1.

Printing costs:

Size	Black-and-white	Color
8.5x11	2 cents per side	16 cents per side
11x17	3 cents per side	18 cents per side

The default print setting on all Newhouse printers is duplex (double-sided) which results in a 40 percent printing discount for each print job. (So, for example, a four-page black-and-white document on 8.5 X 11 paper would cost 5 cents when duplexed, as opposed to 8 cents single-sided.)

Newhouse School Locker Policy

Lockers are available on a first come first served basis. Students are responsible for providing their own locks. All lockers are the property of Syracuse University.

- The privilege of using a locker at Syracuse University is made available to current University ID holders only.
- Any misuse, damage, or failure to vacate the locker by the specific deadline date constitutes a violation of this privilege.
- The locker is to be used to store appropriate personal items.
- The University reserves the right to inspect the contents of lockers at any time.
- Food and drink are prohibited from being stored in lockers.
- All contents in the lockers must be emptied by the end of the semester.
- If a locker is not vacated by the time the semester expires, the locker will be opened and its contents removed and disposed of by the University after holding them for the duration of one week.
- The locker holder waives any claims to any items remaining in the locker after the deadline date.
- Syracuse University is not responsible for any lost, stolen, damaged, or missing items stored in a locker.

This policy is subject to review and revision at the conclusion of each semester. Any questions regarding this policy may be referred directly to the Dean's Office, Newhouse 1, Room 400.

Newhouse School Lost and Found

The Newhouse School maintains a lost and found in the Central Services office, 134 Newhouse 3.

ADVERTISING MASTER'S PROGRAM

2017-2018

Second Summer Session (6 credits):

ADV 611 Strategic Principles and Practices	3
GRA 617 Visual Communications Theory and Practice	3

Fall Semester (12 credits):

ADV 604 Seminar in Advertising Practice and Leadership	3
ADV 612 Strategic Brain: Account Planning and Research	3
ADV 613 Strategic Brain: Media Planning	3
Elective (See Emphasis)	3

Spring Semester (12 credits):

COM 698 Media Law	3
ADV 615 Creative Brain	3
ADV/ICC 523 Digital Branding and Strategy	3
Elective (See Emphasis)	3

First Summer Session (6 credits):

ADV 625 Integrated Advertising Campaigns	6
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Total Credits for Program: 36

Academic Emphasis:

Students are required to complete an emphasis that satisfies their individual career goals. Faculty advisers will work with students to select two electives that build a critical understanding in a particular area of interest.

Recommended emphases can include, but are not limited to the following:

- Digital engagement
- Brand management
- Media planning
- Cross-cultural advertising
- Fashion promotion
- Health promotion
- Non-profit promotion

ARTS JOURNALISM MASTER'S PROGRAM 2017-2018

Second Summer Session (6 credits):

AJP 602 Arts Reporting	3
NEW 605 News Writing and Reporting *	3

Fall Semester (11 credits):

AJP 606 Feature & Critical Writing	3
AJP 615 Cultural Issues I	3
AJP 616 Cultural Issues II	1
COM 698 Media Law	1
Electives in the Arts and in Journalism***	3

Spring Semester (13 credits):

AJP 611 Literature of Arts Journalism	3
AJP 621 Practicum: NYC Arts	1
AJP 636 Culture Media Practicum**	3
Electives in the Arts and in Journalism ***	6

First Summer Session (6 credits):

AJP 631 Capstone Arts Writing Workshop	6
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Total Credits for Program: 36

* Students with substantial journalism background may petition to substitute a suitable elective.

**AJP 636 can be repeated once. Students who wish to take this class as an elective in the fall semester in addition to the required spring section, may do so with permission of their advisor.

***Additional graduate courses in architecture, film, fine arts, music, or theater, as well as journalism, communications, and writing courses.

**AUDIO ARTS MASTER'S PROGRAM
2017-2018**

Second Summer Session (7 credits):

RAE 601 Audio Arts Graduate Survey	3
RAE 610 Audio Arts Colloquium: Summer	1
TRF 605 Audio Arts Practices	3

Fall Semester (13 credits):

RAE 610 Audio Arts Colloquium: Fall	1
EEE 620 Foundations of Entrepreneurship	3
Audio Arts Elective I	3
Audio Arts Elective II	3
TRF 510 Experience Based Module #1	1
TRF 510 Experience Based Module #2	1
TRF 510 Experience Based Module #3	1

Intercession-Industry Seminar (0 credits):

<i>Optional industry visit to LA or NY</i>	0
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Spring Semester (13 credits):

RAE 610 Audio Arts Colloquium: Spring	1
TRF 637 Telecommunications Law and Policy	3
Audio Arts Elective III	3
Audio Arts Elective IV	3
Capstone in Audio Arts (Choose one)	3
TRF 600 Human-Computer Interaction	
TRF 642 Television Production Workshop	
TRF 668 Advanced Audio	
TRF 669 Advanced Filmmaking	

Summer Session (3 credits):

RAE 675 Audio Arts Industry Practicum	<u>3</u>
Total for Program:	36

**BROADCAST AND DIGITAL JOURNALISM MASTER'S PROGRAM
2017-2018**

Second Summer Session (6 credits):

BDJ 611 Writing for Broadcast and Digital News	3
BDJ 663 News Reporting I	3

Internship (1 credit):

<i>Students are required to complete a one-credit internship in either the fall or spring of their program.*</i>	1
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Fall Semester (11 credits):

BDJ 510 Topics in Specialized Practice	1
BDJ 664 News Reporting II	4
COM 647 Applied Media Research	
OR	3
COM 698 Media Law	
Elective	3

Spring Semester (12 credits):

BDJ 636 Critical and Historical Perspectives on Broadcast Journalism	2
BDJ 667 News Reporting III	4
COM 647 Applied Media Research	
OR	3
COM 698 Media Law	
Elective	3

First Summer Session (6 credits):

BDJ 665 News Producing & Presenting	6
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Second Summer Session (4 credits):

BDJ 675 Washington Professional Experience	<u>4</u>
Total Credits in Program:	40

**The internship credit can also be completed over winter break. If you choose this option the internship will be done over break but the credit will be listed as part of the spring semester.*

BROADCAST AND DIGITAL JOURNALISM MASTER'S PROGRAM

Sports Communications Emphasis

2017-2018

Second Summer Session (7 credits):

BDJ 611 Writing for Broadcast and Digital News	3
BDJ 663 News Reporting I	3
COM 600 Contemporary Issues in Sports Media	1

Internship (1 credit):

*Students are required to complete a one-credit sports media internship in either the fall or spring of their program.**

1

Fall Semester (11 credits):

BDJ 510 Topics in Specialized Practices	1
BDJ 664 News Reporting II	4
COM 647 Applied Media Research	
OR	3
COM 698 Media Law	
Sports Communications Elective(s)**	3

Spring Semester (12 credits):

BDJ 636 Critical and Historical Perspectives on Broadcast Journalism	2
BDJ 667 News Reporting III	4
COM 647 Applied Media Research	
OR	3
COM 698 Media Law	
Sports Communications Elective(s)**	3

First Summer Session (6 credits):

BDJ 665 News Producing & Presenting	6
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Second Summer Session (3 credits):

COM 670 Sports Communications Internship	3
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Total Credits in Program: 40

**The internship credit can also be completed over winter break. If you choose this option the internship will be done over break but the credit will be listed as part of the spring semester. NOTE-Internship is BDJ requirement and does not have to be taken as sports media. If it is, it counts as one of 6 SCE credits.*

***SCE students may take any combination of sports media 1 and/or 3 credit courses over the fall and spring semesters to reach a total of 6 sports media credits.*

COMPUTATIONAL JOURNALISM MASTER'S PROGRAM

2017-2018

Track 1: For students entering the program with a BS in Computer Science

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory and Practice	3
NEW 605 News Writing and Reporting	3

Fall Semester (12 credits):

COM 698 Media Law	3
CPS 688 Algorithms for Computational Journalism	3
MNO 601 Principles: Business, History, and the Ethics of Journalism	3
MNO 617 Multiplatform Reporting and Writing	3

Spring Semester (12 credits):

CIS 668/ IST 664 Natural Language Processing	3
CPS 782 Capstone Project Course for Computational Journalism	3
ICC 505 Web Journalism and Innovation	3
Journalism Elective	3

First Summer Session (6 credits):

COM 670 Experience Credit	6
In consultation with the program director, students must select a journalistic organization that is currently offering, or wants to offer, data-driven stories. The student must work under a professional supervisor and must develop, with a faculty sponsor, a syllabus of practical deliverables, learning outcomes and assessments sufficient for 6 academic credits.	

Total Credits for Program: 36

COMPUTATIONAL JOURNALISM MASTER'S PROGRAM 2017-2018

Track 2: For students entering the program with a BA/BS in Journalism

Second Summer Session (6 credits):

CPS 681 Explorations in Computing & Programming	3
GRA 617 Visual Communications Theory and Practice	3

Fall Semester (13 credits):

CPS 621 Introduction to Probability and Statistics	4
CPS 688 Algorithms for Computational Journalism	3
ICC 606 Applied Research in Content Management	3
Newhouse or CIS/ CPS Elective (Subject to Advisor's Approval)	3

Spring Semester (12 credits):

CIS 668/ IST 664 Natural Language Processing	3
COM 698 Media Law	3
CPS 782 Capstone Project Course for Computational Journalism	3
NEW 535 Newspaper and Magazine Practicum	3

First Summer Session (6 credits):

COM 670 Experience Credit	6
In consultation with the program director, students must select a journalistic organization that is currently offering, or wants to offer, data-driven stories. The student must work under a professional supervisor and must develop, with a faculty sponsor, a syllabus of practical deliverables, learning outcomes and assessments sufficient for 6 academic credits.	

Total Credits for Program: 37

**MAGAZINE, NEWSPAPER AND ONLINE JOURNALISM
MASTER'S PROGRAM
2017-2018**

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory and Practice	3
NEW 605 News Writing and Reporting	3

Fall Semester (12 credits):

MNO 601 Principles: Business, History, & the Ethics of Journalism	3
MNO 617 Multiplatform Reporting and Writing	3
ICC 606 Applied Research in Content Management	3

Choose One Editing Course:	3
MNO 608 Magazine Editing (3)	
NEW 508 Newspaper Editing (3)	

Spring Semester (12 credits):

COM 698 Media Law	3
Three Electives	9
(Chosen with advisor input and consent)	

First Summer Session (6 credits):

Capstone Experience	6
MNO 631 Journalism Enterprise (3-6 credits)	
COM 670 Internship (1-3 credits)	
COM 690 Independent Study (1-3 credits)	
(Students may fulfill the requirement by taking 6 credits in MNO 631, or completing a combination of choices from the above list with advisor approval.)	

Total Credits for Program: 36

**MAGAZINE, NEWSPAPER AND ONLINE JOURNALISM
MASTER'S PROGRAM
Sports Communications Emphasis
2017-2018**

Second Summer Session (7 credits):

COM 600 Contemporary Issues in Sports Media	1
GRA 617 Visual Communications Theory and Practice	3
NEW 605 News Writing and Reporting	3

Fall Semester (12 credits):

ICC 606 Applied Research in Content Management	3
MNO 601 Principles: Business, History, & the Ethics of Journalism	3
MNO 617 Multiplatform Reporting and Writing	3
Sports Communications Elective*	3

Spring Semester (12 credits):

COM 698 Media Law	3
NEW 535 Newspaper and Magazine Practicum	
OR	3
Elective	
Choose one Editing Course:	3
MNO 608 Magazine Editing	
NEW 508 Newspaper Editing	
Sports Communications Elective(s)*	3

First Summer Session (6 credits):

MNO 670 Sports Communications Internship**	3
MNO 690 Sports Communications Independent Study**	3

Total Credits for Program: 37

****MNO students are expected to take MAG 500 Sports Writing Across Platforms as their fall elective. They may take another 3 credit course or a combination of 1 credit courses (including a sports media internship) to complete the six credit requirement.***

***** There are three options for MNO students:***

- A) Do the tablet and write sports for it. This is not always available.***
- B) Do the tablet first summer session (5 credits) and then a sports media internship (1 credit) second summer session.***
- C) Do a 12 week independent study/sports media internship and write a 30 page, 20 source research paper (6 credits)***

MEDIA & EDUCATION MASTERS PROGRAM 2017-2018

Summer Session II (7 credits):

EDU 603 Introduction to Research	3
M&E 610 Media & Education Master's Colloquium I	1
TRF 655 Screenwriting and Production Workshop	3

Fall Semester (13 credits):

M&E 610 Media & Education Master's Colloquium II	1
Cultural Foundations Elective*	3
Education Elective*	3
Public Communications Elective*	3
Visual Media Elective I*	3

**Electives are chosen from the lists provided on the next page.*

Spring Semester (13 credits):

CFE 662 Youth, Schooling and Popular Culture	3
M&E 610 Media & Education Master's Colloquium III	1
M&E 611 Proseminar in Media and Education	3
Culture Study Elective*	3
Visual Media Elective II*	3

**Electives are chosen from the lists provided on the next page.*

Summer Session I (3 credits):

M&E 689 Media and Education Capstone	3
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Total Credits in Program: 36

ELECTIVES

Cultural Foundations Electives

CFE 605 Race, Philosophy and Education
CFE 614 Critical Issues in Dis/ability and Inclusion
CFE 631 Introduction to Sociology and Anthropology of Education
CFE 776 Gender, Education & Culture

Visual Media Electives

COM 600 Social Media: Theory and Practice
ICC 565 Designing Interactivity
TRF 642 Television Production Workshop
TRF 648 Producing Radio: On Air/Online
TRF 651 Filmmaking
TRF 653 Shortform Production
TRF 654 Music Recording
TRF 656 Sound for Picture
TRF 659 Documentary Production

Education Electives

CFE 621 History of Education in the United States
CFE 640 Inequality and Intergroup Relations in Education
CFE 775 Gender, Sexuality, and Disability
DSP 930 Sociology and Anthropology of Education: Seminar in Special Topics
EDU 610 The American School
EDU 778 Narrative Inquiry in Research and Creative Practice
IDE 631 Instructional Design and Development I
IDE 652 Assistive Technologies for Integrating Students with Special Needs
RED 547 Children's Literature
RED 607 Issues in Multicultural Literacy

Public Communications Electives

**Students are invited to petition public communications electives not on this list along with a rationale for using them in their program of study.*

COM 646 Media and Diversity
COM 755 Communications Theory
TRF 640 Topics in Critical and Historical Perspectives
TRF 683 Communications Industry Frontiers

Culture Study Elective

ANT 553 Women and Social Change
ANT 672 Language, Culture and Society
PSC 753 International Political Economy
SOC 880 Selected Areas of Social Organization and Change
TRF 530 Popular Culture Studies
WGS 652 Feminism & Postcolonial Studies

Visual Media Elective II

**For this elective students may choose from this list if they have the required prerequisite or from the visual media electives I list.*

TRF 600 Human Computer Interaction
TRF 662 Advanced TV Production
TRF 668 Advanced Audio
TRF 669 Advanced Filmmaking

NEW MEDIA MANAGEMENT MASTER'S PROGRAM 2017-2018

Second Summer Session (6 credits):

ICC 617 Issues in Media Management	3
COM 698 Media Law	3

Fall Semester (12 credits):

ICC 606 Applied Research in Content Management	3
ICC 625 New Media Business	3
MBC 607 Understanding Financial Statements	1.5
MBC 609 Accounting for Managerial Decisions	1.5
MBC 603 Creating Customer Value	1.5
MBC 604 Managing the Marketing Mix	1.5

Spring Semester (12 credits):

ICC 683 Case Studies in Media Management	3
MBC 639 Leadership in Organizations	3
MBC 618 Competitive Strategy	1.5
MBC 619 Corporate Strategy	1.5
MBC Elective (Choose 3 hours)	3
EEE 643 Emerging Enterprise Consulting (3)	
MAR 745 Strategic Brand Management (3)	

First Summer Session (6 credits):

ICC 689 New Media Management Capstone	6
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Total Credits for Program: 36*

*Students without a prior communications background must complete an additional six credits in Newhouse coursework chosen in conjunction with the program director.

PHOTOGRAPHY MASTER'S PROGRAM 2017-2018

Program Option A (Thesis)

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory and Practice 3

COM 755 Communications Theory

OR 3

COM 605 Quantitative Methods for Mass Communications Research

Fall Semester (12 credits):

Two PHO Electives 6

COM 698 Media Law 3

Elective 3

Spring Semester (12 credits):

PHO 625 Picture & Multimedia Editing

OR 3

PHO 604 Advertising and Illustration Photography II

PHO 608 Problems in Photography 3

COM 997 Master's Thesis 6

Total Credits for Program 30

Program Option B (Special Project)

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory and Practice 3

COM 755 Communications Theory

OR 3

COM 605 Quantitative Methods for Mass Communications Research

Fall Semester (12 credits):

Two PHO Electives 6

COM 698 Media Law 3

Elective 3

Spring Semester (12 credits):

PHO 625 – Picture & Multimedia Editing

OR 3

PHO 604 – Advertising and Illustration Photography II

PHO 608 – Problems in Photography

OR 3

PHO 609 – Problems in Photography

Elective 3

Elective 3

First Summer Session (3 credits):

Elective 3

Total Credits for Program: 33

**PUBLIC DIPLOMACY MASTER'S PROGRAM
2017-2019**

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory and Practice	3
PRL 602 Introduction to Public Diplomacy and Communications	3

Fall Semester (12 credits):

PAI 704 Quantitative Skills in International Relations	3
PAI 710 International Actors and Issues	3
PRL 605 Public Relations Theory	3
PRL 608 Public Relations Writing	3

Spring Semester (12 credits):

COM 698 Media Law	3
PAI 720 Fundamentals of Economics	3
PRL 607 Advanced Public Diplomacy	3
PRL 611 Public Relations Research	3

Maymester (1 credit):

PAI 706 International Relations Capstone Seminar	1
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Summer Session (6 credits):

Summer off-campus internship program (& career track)	6
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Fall Semester (12 credits):

IR Signature Course*	3
Career Track Course	3
PRL 615 PR Campaign Planning & Execution	3
PRL 725 Public Relations Management	3

Spring Semester (9 credits):

PAI 708 Issues for 21 st Century Public Diplomacy (DC PD Program)	3
PAI 709 Research Consultancy in Public Diplomacy (DC PD Program)	3
PRL 735 Public Relations Practicum (DC Public Diplomacy Program Internship)	3

Total Credits for Program: 58

Notes:

PAI 708 and PAI 709 count towards the students Career Track courses.

***IR Signature Courses are: ANT 707/PAI 707, ECN 610/PAI 716, GEO 606, HST 645, and PSC 783.**

**PUBLIC RELATIONS MASTER'S PROGRAM
PROFESSIONAL TRACK
2017-2018**

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory & Practice	3
PRL 604 Writing for News & Public Relations	3
Seminar: Introduction to Public Relations and the Graduate Experience	0

Fall Semester (12 credits):

COM 698 Media Law	3
PRL 605 Public Relations Theory	3
PRL 611 Public Relations Research	3
PRL 614 Advanced Public Relations Writing for Digital Platforms	3

Winter Session

New York City Benchmark Trip (Highly recommended but not required)

Spring Semester (12 credits):

MBC 607 Understanding Financial Statements	1.5
MBC 627 Financial Markets and Institutions	1.5
PRL 525 Public Relations Practicum (Syracuse based internship)	3
PRL 615 Public Relations Campaign Planning and Execution	3
PRL 725 Public Relations Management	3

Summer-Maymester and Session I (6 credits):

Maymester Elective	3
One-week, intensive course (choices established from University offerings)	
OR	
PRL 530 Special Topics in Public Relations (offered by Newhouse School)	
OR	
Courses in Leadership, Conflict Resolution, Negotiation, etc. (offered by the Maxwell School)	

First Summer Session

PRL 635 Public Relations Culminating Experience (Fulfilled by 8 week internship or first 8 weeks of employment)	3
Comprehensive Exam (Required for graduation)	0

Total Credits in Program: 36

**PUBLIC RELATIONS MASTER'S PROGRAM
THESIS TRACK
2017-2018**

Second Summer Session (6 credits):

GRA 617 Visual Communications Theory & Practice	3
PRL 604 Writing for News & Public Relations	3
Seminar: Introduction to Public Relations and the Graduate Experience	0

Fall Semester (12 credits):

COM 698 Media Law	3
PRL 605 Public Relations Theory	3
PRL 611 Public Relations Research	3
PRL 614 Advanced Public Relations Writing for Digital Platforms	3

Winter Session

New York City Benchmark Trip (Highly recommended but not required)

Spring Semester (12 credits):

PRL 615 Public Relations Campaign Planning and Execution	3
PRL 725 Public Relations Management	3
Two research and theory electives chosen with adviser	6

First Summer Session (6 credits):

COM 997 Master's Thesis	6
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Total Credits for Program:	36
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TELEVISION, RADIO, AND FILM MASTER'S PROGRAM 2017-2018

Second Summer Session (7 credits):

TRF 610 Proseminar in Television, Radio, and Film (Phase I)	1
TRF 636 Critical and Historical Perspectives on Television, Radio, and Film	3
TRF 655 Screenwriting and Production Workshop	3

Fall Semester (13 credits):

TRF 610 Proseminar in Television, Radio, and Film (Phase II)	1
TRF 635 Industry Forces	3
TRF 696 Research for Entertainment Media	3
Master's electives from attached list	6

Winter Session (0 credits):

Proseminar Trip	0
(Week-long industry immersion in <i>either</i> the <i>Lico Cable-Ready Seminar</i> in New York OR the <i>Industry Seminar</i> in Los Angeles.) NOTE: This class is <u>optional</u> .	

Spring Semester (13-15 credits):

TRF 610 Proseminar in Television, Radio, and Film (Phase III)	1
TRF 637 Telecommunications Law and Policy	3
Master's electives from attached list	9-11

May 2018 Date TBA TRF Comprehensive Exam (must have completed 30 credit hours)

Summer Session (1-3 credits):

TRF 675 Entertainment Industry Practicum (if taken for 1-2 credits students take other electives approved by Program Director)	<u>1-3</u>
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Total for Program: 36

TELEVISION, RADIO, AND FILM MASTER'S PROGRAM
Sports Communications Emphasis
2017-2018

Second Summer Session (8 credits):

COM 600 Contemporary Issues in Sports Media	1
TRF 610 Proseminar in Television, Radio, and Film (Phase I)	1
TRF 636 Critical and Historical Perspectives on Television, Radio, and Film	3
TRF 655 Screenwriting and Production Workshop	3

Fall Semester (12 credits):

TRF 610 Proseminar in Television, Radio, and Film (Phase II)	1
TRF 635 Industry Forces	3
TRF 696 Research for Entertainment Media	3
Master's electives from attached list	2
Sports Communications Elective*	3

Winter Session (0 credits):

Proseminar Trip (NOTE: This class is <u>optional</u> .)	0
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Spring Semester (13 credits):

TRF 610 Proseminar in Television, Radio, and Film (Phase III)	1
TRF 637 Telecommunications Law and Policy	3
Master's electives from attached list	6
Sports Communications Elective*	3

May 2018 Date TBA TRF Comprehensive Exam (must have completed 30 credit hours)

Summer Session (3 credits):

COM 670 Sports Communications Internship	3

Total for Program:	36

***Because TRF offers a good deal of leeway in electives, it is possible to take more than 6 credits in sports media courses. A minimum of 6 credits is required and that may include a 1 credit internship in sports media.**