

GRADUATE COMMUNICATION PROGRAMS

Suzie Cool, M.A. in Media Communication

POINT PARK UNIVERSITY

School of Communication

“There are endless possibilities that could come from Point Park University. One of the best opportunities was attending the Baseball Winter Meetings, which helped me land a full-time job in the field that I love. Point Park knows how and where to place their students to help them find success in the future.”

SUZIE COOL

- Marketing and Promotions Manager/Color Analyst, Salem Red Sox
- M.A. in Media Communication, '18

MASTER'S DEGREES

Communication Technology

Study online or on campus! Concentrations include:

- Applied Practices
- Social Media

Environmental Journalism

Study in a cohort limited to 10 students.

Media Communication

Choose from two specializations:

- Documentary
- Journalism

Media Communication and MBA

Earn two degrees concurrently.

Public Relations and Advertising

Select the professional or thesis track.

POINT PARK BENEFITS

- Learn from faculty with scholarly knowledge and experience in the communications industry.
- Through faculty connections, take advantage of internships, for credit, within walking distance of campus in Downtown Pittsburgh.
- Gain professional experience through Wood Street Communications, the University's public relations and advertising initiative, and the Point Park News Service, a multimedia wire service.
- Graduate with a portfolio of work specific to a desired field or interest in communications.

Learn more and meet the faculty:

 PointPark.edu/ComGradPro

COMMUNICATION TECHNOLOGY

Format: Online or On Campus

Credits: 36

This program delves into current and emerging computer media technologies, primarily in the public relations and advertising arenas. As a capstone to the program, students choose courses in either the professional or thesis track.

Applied Practices Concentration (12 credits): Courses range from theoretical to practical subjects, for example, communication technology and culture; global communication; multimedia production; and web publishing and editing.

Social Media Concentration (12 credits): Courses cover social media applications, including crisis and strategic communications as well as social media campaigns.

ENVIRONMENTAL JOURNALISM

Format: On Campus, Evening Courses

Credits: 36

Students prepare for a career in enterprise or investigative journalism, grounded in environmental sciences. In addition to environmental science, courses encompass communication, economics, health, law and politics as they specifically relate to the environment. Students research, write and, ultimately, produce an enterprise or investigative series or magazine-length piece about an environmental issue or trend. The instructor acts as editor and tailors assignments so students may publish or present their work.



MEDIA COMMUNICATION

Format: On Campus, Evening Courses

Credits: 36

Documentary Specialization (21 credits): This program emphasizes reporting skills and techniques in addition to production. Courses vary from theoretical to practical subjects and include specialties, such as documentary photography; investigative reporting; multimedia production; and the history of documentary cinema. Working with an industry professional, students produce at least one documentary screened before an audience.

Journalism Specialization (21 credits): Students may focus coursework on an interest area, such as broadcast; new media; print journalism; and public relations and advertising. They select the journalism initiative, professional or thesis track. The journalism initiative track allows students to concentrate in business, criminal justice or education. Students create an in-depth broadcast report, print piece or documentary, or a public relations and advertising campaign; the University's industry partners assist in final publication or campaign implementation.

CONCURRENT MEDIA COMMUNICATION AND MBA

Format: On Campus, Evening Courses

Credits: 54

Ideal for professionals seeking management positions, this concurrent program requires 27 credits each for the Master of Arts and MBA; students must apply separately to the School of Communication and Rowland School of Business. In the media communication courses, students concentrate in broadcast and digital media management; print and digital media management; or public relations and advertising management.

PUBLIC RELATIONS AND ADVERTISING

Format: On Campus, Evening Courses

Credits: 36

With media theory and practical coursework, this program also covers public relations and advertising applied practices. Courses include writing for public relations, integrated marketing and social media among others.

As a capstone to the program, students choose courses in either the professional or thesis track.

Questions about admission?

412-392-3808 or
gradadmission@pointpark.edu

**POINT
PARK**
UNIVERSITY

201 Wood Street
Pittsburgh, PA 15222-1984

Find out more and apply:

 PointPark.edu/ComGradPro