Master of Arts in Communication — Media & Arts Management & Promotion

Online | Regent University | School of Communication & the Arts

Active students should refer to their personalized Degree Works plan, and the Academic Catalog of their acceptance term for the most accurate degree requirements.

Graduate Foundations

	Code	Title	Hrs
☐	COM 500	Graduate Foundations for Communication/Arts	2
	Total Hours		**2**

Must be completed prior to or during first term.

Concentration: Media & Arts Management & Promotion

	Code	Title	Hrs
☐	COM 600	Story, Popular Culture & Worldview	3
☐	COM 628	Leadership Theory & Communication	3
☐	FILM 520	Business Strategy and Analysis of Film and Media	3
☐	THE 651	Theatre Promotion & Management	3
☐	COM 691	Culminating Project Preparation	0
☐	COM 696	Directed Project	3
	Research Course — Choose 1 (3 credits)		
☐	COM 601	Media Research & Analysis	3
☐	LMOL 603	Organizational Research, Analysis & Problem Solving	3
	Business Plan & Finance Course — Choose 1 (3 credits)		
☐	FILM 550	Story Development for Production	3
☐	FILM 521	Strategic Management of Production	3
☐	FILM 523	Perspectives in Film and Media Financing	3
☐	ENTR 651	Investment, Financing, & Funding Relationships	3
	Law Course — Choose 1 (3 credits)		
☐	COM 614	Issues in Media Law & Ethics	3
☐	MLAW 521	Contract Law	3
☐	MLAW 622	Nonprofit and Church Organizations	3
☐	MLAW 628	Employment Law	3
☐	MLAW 655	Negotiations	3
	Marketing, Image, and Promotion — Choose 1 (3 credits)		
☐	COM 607	Social Media & Internet Marketing	3
☐	COM 652	Crisis Communication & Organizational Image	3
☐	MKTG 631	Advertising & Promotion	3
☐	MKTG 634	Viral Marketing	3
	Required Electives — Choose courses totaling 6 credits from below		
☐	COM 601	Media Research & Analysis	3
☐	COM 607	Social Media & Internet Marketing	3
☐	COM 614	Issues in Media Law & Ethics	3
☐	COM 652	Crisis Communication & Organizational Image	3
☐	FILM 550	Story Development for Production	3
☐	FILM 521	Strategic Management of Production	3
☐	FILM 523	Perspectives in Film and Media Financing	3
☐	ENTR 651	Investment, Financing, & Funding Relationships	3
☐	LMOL 603	Organizational Research, Analysis & Problem Solving	3
☐	MLAW 521	Contract Law	3
☐	MLAW 622	Nonprofit and Church Organizations	3
☐	MLAW 628	Employment Law	3
☐	MLAW 655	Negotiations	3

How to read this plan: *For each choice group, select the indicated number of courses from the options listed. Courses selected in one group may also be used to satisfy Required Electives if they appear in that pool.*

Program Notes

Requirement	
Minimum Overall GPA	3.00
Outside-SCA Credits Required	6 credits minimum

☐	MKTG 631	Advertising & Promotion	3
☐	MKTG 634	Viral Marketing	3
	Total Hours		**33**

[1] At least 6 credit hours in the degree must be taken from courses outside the School of Communication and the Arts.

[2] Required Electives may be selected from any course listed in the elective pool above, including additional selections from the Research, Business Plan & Finance, Law, or Marketing choice groups.

Graduation Requirements

✓ 33 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA,

✓ At least 6 credit hours from courses outside the School of Communication & the Arts

**Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.*