



ARIZONA STATE UNIVERSITY

**MASTER OF MASS
COMMUNICATION**

GRADUATE STUDENT GUIDE

2007 - 2008

The Walter Cronkite School of Journalism and Mass Communication provides this guide to give students the information necessary for them to comply with the degree requirements of the MMC program. It outlines the school's academic standards, policies, and procedures. It should be used in conjunction with Arizona State University's Graduate Catalog. It is the student's responsibility to become familiar with the Graduate College Catalog, this guide and to comply with all university and school requirements.

ADMISSIONS PROCEDURES

Applicants must apply to the Graduate College and meet its requirements before the Walter Cronkite School of Journalism and Mass Communication can review any application. **Applicants must file separate application materials with both the Graduate College and the Walter Cronkite School of Journalism and Mass Communication.** Applicants must file an online application with the Graduate College. Those application requirements may be found at the Graduate College website: <http://www.asu.edu/graduate/admissions/>. Additionally, the Graduate College requires applicants to submit official transcripts in sealed envelopes directly to its offices. It also requires official TOEFL scores for any student whose native language is not English.

The application materials required by the Walter Cronkite School of Journalism and Mass Communication are:

1. unofficial transcripts from every college and university from which a Bachelor's or higher degree was earned
2. official GRE scores (the scores will be sent electronically to the Graduate College if the applicant requests that they be sent to ASU and uses institution code 4007, department code 0000)
3. a current resume (attached to the Graduate College's online application)
4. a 350-500 word personal statement of goals, including how the MMC program will help the applicant achieve these goals. This statement also serves as a writing sample (attached to the Graduate College online application)
5. three letters of recommendation, at least one of which reliably assesses the applicant's ability to succeed in graduate school (these must be sent directly to

the Walter Cronkite School of Journalism and Mass Communication in sealed envelopes)

Application materials required by the Cronkite School should be sent to: Graduate Studies Admissions, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, P. O. Box 871305, Tempe, AZ 85287-1305.

All applications are evaluated by the Cronkite School's Graduate Committee. The Graduate Committee then makes an admission recommendation to the Graduate College. The Graduate College makes the initial offer of admission to the student.

Applicants are advised that the admission process is highly competitive. There are not minimal standards that ensure a recommendation to admit.

PROGRAM OF STUDY

After the completion of 12 credit hours of coursework, students admitted to the MMC program are required to file an official Program of Study with the Walter Cronkite School of Journalism and Mass Communication. The Program of Study is available online via the ASU interactive web site:
<http://www.asu.edu/interactive/?init=false>.

The student will be able to select ASU courses taken and grades earned, as well as courses the student is in the process of taking and expects to take. Once the Program of Study is completed it is electronically forwarded to the Cronkite School's Graduate Office. It must then be approved and signed by the members of the Walter Cronkite School of Journalism and Mass Communication's Graduate Committee and Dean. The Program of Study is then sent to the Registrar's Graduation Office and finally to the Graduate College. The Program of Study then becomes a contract between the student and signed committee members verifying the intended courses for the duration of his/her course of study. Students who have not filed an approved Program of Study are not eligible for graduation. Changes in the Program of Study may be made later by using the Course Changes to the Graduate Program of Study available online via the interactive web site.

Students who need to file a Program of Study will be notified by letter. If the student fails to file the Program of Study within the specified time period an Administrative Hold will be placed on the student's ASU record. The hold will prevent the student from registering for any future classes. Once the student has filed the Program of

Study and it has been approved the Administrative Hold will be removed. Students are notified of the placement of and removal of Administrative Holds by U. S. mail.

PROGRAM CHECK SHEETS

Program check sheets are available for the 36-hour and 45-hour programs from the Cronkite School's Graduate Office. The check sheets are also available online at the Cronkite School's web site: <http://cronkite.asu.edu/>. The check sheets outline the required courses, specialization courses, electives, related field courses and the Applied Project for each program. A student should follow the check sheet guidelines to complete his/her program in a timely manner.

TRANSFER CREDIT

In order to have graduate coursework that was completed at other accredited institutions included on a Program of Study, a student must petition the Cronkite School's Graduate Committee.

Students admitted to the 36-hour MMC program may transfer up to 6 credit hours of approved coursework taken prior to beginning the MMC program, the 6 credit hours may include non-degree coursework. Students admitted to the 45-hour MMC program may transfer up to 9 credit hours of approved coursework taken prior to beginning the MMC program, the 9 credit hours may include 6 credits of non-degree graduate coursework.

TIME LIMITATIONS

Per the Graduate College, all work included in a student's Program of Study must be completed within six consecutive years.

400-LEVEL COURSES TAKEN FOR GRADUATE CREDIT

The Walter Cronkite School of Journalism and Mass Communication may allow graduate students to enroll in and use 400-level courses to meet the MMC degree requirements. These courses may be used on the Program of Study. Some 400-level courses are offered as part of the MMC program. Students taking these courses are responsible for obtaining and completing the 400 Level Course Contract form. The 400 Level Course Contract form must include the professor's requirement for the course to be eligible for graduate credit and must be signed by the professor. It is the

student's responsibility to complete the necessary requirement to obtain graduate credit for the class.

In order for 400-level courses offered in academic units outside the Cronkite School to be acceptable, the student must submit to the Cronkite School's Graduate Office a written statement from the course instructor stating that the course is acceptable in that unit for graduate credit and that the student successfully completed the work required for graduate credit.

RETENTION

The Graduate College and the Walter Cronkite School of Journalism and Mass Communication require students to make adequate progress during the time they are enrolled in a graduate program. This includes the requirement to maintain a minimum cumulative Grade Point Average (GPA) of 3.0. If a student's GPA falls below 3.0, the student will be notified and placed on probation. If the GPA is not raised to or above 3.0 by the completion of the next semester (excluding Summer), a recommendation for withdrawal from the program may be sent to Arizona State University's Graduate College.

GRADES OF INCOMPLETE

The Graduate College requires students who receive a grade of "Incomplete" in graduate coursework (500 level or above) to complete the necessary work within one calendar year. If the "Incomplete" is not removed within one calendar year, it will become part of the student's permanent transcript. To receive credit for the course, the student must repeat the course by re-registering, paying fees, and fulfilling all course requirements.

MMC students with more than one "Incomplete" grade at any time will be placed in the category of "failing to make adequate progress." This may result in a recommendation to the Graduate College to withdraw the student from the program.

With 400-level courses taken for graduate credit, students are required to complete the necessary work to remove an "Incomplete" grade within one calendar year. If the "Incomplete" grade is not removed within one calendar year, the "I" will become a grade of "E." An "E" cannot be used to meet the requirements for a graduate degree, but it is used to calculate the student's GPA. Students may retake the class to earn a higher grade, however both the "E" and the new grade will be used in calculating the

student's GPA. If this results in the GPA falling below 3.0, a recommendation to withdraw the student from the MMC program may be filed with the Graduate College.

APPLIED PROJECT

A student is eligible to enroll in MCO 593, Applied Project, when s/he has no more than 6 credit hours of coursework remaining in her/his Program of Study and s/he has successfully completed MCO 510, Research Methodology in Mass Communication. Students are also required to attend the Applied Project Workshop the semester before they register for MCO 593, Applied Project.

The Applied Project is to be an original study utilizing an academically acceptable methodology. It is primarily a professional product with an academic/theoretical/research foundation and has a significant writing component. Students are required to meet with the Senior Associate Dean to discuss the Project and options with regard to the Project's committee chair and committee membership. It is the responsibility of the student to then approach professors to discuss chairing and serving as members of the Project committee. The committee is not official until the Senior Associate Dean has received and approved the Applied Project Committee Selection form signed by the student and all committee members.

Students are required to meet all deadlines for submitting their proposals, submitting the final projects, and setting defense dates. These deadlines are set each semester and are available from the Graduate Office. They are also posted outside the Advising Office each semester.

Once the chair approves the proposal and has given the student permission to distribute it to the other members of the committee, the student may schedule the Proposal Defense in which the Project is presented. The Proposal Defense should be scheduled at least 10 business days in advance so all members of the committee have at least 10 business days to review the proposal. The student will present at least a 5-page proposal detailing the topic of the study, the background of the study, research questions to be answered, methodology, the sample or sources to be consulted, and the time-line for completion. Once the proposal has been successfully defended and the committee members have signed the Proposal Defense Form, the Senior Associate Dean will authorize the student to register for MCO 593, Applied Project.

The student then works with the Project chair and other committee members to complete the Project. It is recommended that students meet with their Project chair in person or via email or phone on a weekly basis to make certain that the Project is progressing appropriately and in a timely manner. If a student is not in contact with his/her Project chair at least once a month s/he may be considered failing to make satisfactory progress. This may result in a recommendation to the Graduate College to withdraw the student from the program.

Once the chair has signed off on the Project and given the student permission to distribute the Project to the other members of the committee, the student may schedule the oral defense. The defense date must be convenient to all members of the student's committee. The student may obtain the Application for Authorization to Schedule a Defense form from the Graduate Advisor. The student must submit a final copy of the project to their committee members no later than 10 business days prior to the scheduled oral defense.

Both the proposal and Project defenses must be conducted in person.

For more information on the Applied Project see the Applied Project Procedures handout available in the Cronkite School's Graduate Office.

TEACHING/GRADUATE ASSISTANTS

The Walter Cronkite School of Journalism and Mass Communication has a limited number of Teaching/Graduate Assistantships available every academic year. Students chosen for these positions are assigned to specific classes and work with selected professors performing various duties. To be eligible for an assistantship, students must be enrolled in at least 9 credit hours each semester. Students may apply for assistantships by submitting the application form found at the Graduate College website: <http://www.asu.edu/graduate/forms/>. Students must also have three letters of recommendation sent to the Cronkite School's Graduate Office.

Applications are reviewed each Spring for assistantships that begin the following academic year. Assistantships are awarded on a semester-by-semester basis, but generally bridge the entire academic year (both Fall and Spring semesters). Positions may be held for more than one year, but re-application is required each Spring. In any given semester, holders of assistantships may be asked to declare their intention for the future—that is, whether they will be returning the following semester. Students who declare they are not returning—e.g., due to graduation—will relinquish their assistantship for any subsequent semester(s) and the position will be filled according to the procedure described above.

INTERNSHIPS

MCO 584, Internship, may be used once on a student's Program of Study. Students must apply for an internship and comply with the requirements specified by the Director of Career Services. Grades for this course are Y, Z or E. In addition, graduate students may take MCO 294 (unpaid internship) an unlimited number of times, but this course does not apply toward the MMC degree. Internship credit cannot be used for Practicum.

NON-DEGREE GRADUATE STUDENTS

Occasionally non-degree students are admitted to Cronkite School courses. However, neither that admission nor the successful completion of the course enhances or guarantees the likelihood of admission to the MMC program. Non-degree graduate students are not eligible to take MCO 510, Research Methodology; MCO 580, Practicum; MCO 584, Internship; MCO 590, Reading and Conference; or MCO 593, Applied Project.