

Communications and Media Management

Master of Communications and Media Management (M.C.M.M.)



COLORADO STATE UNIVERSITY
ONLINE

Overview

This media communications master's prepares you to:

- Understand the use, diffusion, and impacts of new communication technologies.
- Manage traditional and digital communication tools in organizations.
- Write and deliver content using digital media including text, photos, audio, video, and websites.
- Use research tools to evaluate the effectiveness of technology, communication strategies, and media projects.
- Implement organizational communication plans through strategic use of multimedia tools.
- Use new technologies for media production and delivery.

Creating successful digital communication strategies also requires understanding assessments and metrics. You will learn:

- How real-time feedback is utilized by major media companies to track trends.
- How to understand analytics for all major media categories.
- How to decide if, and when, analytics can enhance your efforts.
- How to make sense of the implications and opportunities behind the numbers.
- How to present and utilize data to influence decision-making.
- How to incorporate data visualization to enhance your messages.

Curriculum

This program utilizes a hybrid course delivery method. Students take one face-to-face and one online course per semester in a cohort model that can be completed in six semesters.

Core communications classes meet once a week at the Denver Learning Center, with the potential to schedule additional meetings via teleconferencing. Elective coursework is completed online. Students earn 30 credits over four semesters plus two summer sessions. The program features intensive twelve-week terms in fall and spring, and summer sessions are four to six weeks in length.

Contact

(970) 492-4898

online.colostate.edu/contact

Delivery

Blend of face-to-face and online learning

Location

Denver Learning Center
475 17th Street, Suite 300
Denver, CO 80202

Credits

30 credits

Tuition

\$709 per credit

- Includes [Student Services](#)
- [Fees](#) assessed separately
- [Financial aid](#) is available; eligibility determined on an individual basis

Time frame

Can be completed in 2 years

More info

online.colostate.edu/degrees/communications-media

How to Apply

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Application Deadline

Fall semester: **June 30**

Spring semester: **November 15**

Summer semester: **April 1**

1 Review Admission Requirements

- A bachelor's degree from a regionally accredited institution
- A cumulative 3.0 GPA on all undergraduate coursework

2 Prepare Application Materials

- **Three letters of recommendation**
- **Resume or vita**
- **Statement of purpose**

Indicate your career goals and professional interests. Be sure to describe how the M.C.M.M. program and faculty will allow you to accomplish these goals.

- **Writing samples**

Please submit three examples of professional or scholarly writing in English. Typical examples of writing samples include class/professional papers or projects that demonstrate the scope of your professional and academic abilities.

3 Complete Online Application

Complete the [online graduate application](#) and pay the nonrefundable application processing fee (payable online). As soon as you have completed the required information, please submit your application. You do not need to wait for recommendations or transcripts to move your application forward.

- Select "Communications and Media Management (M.C.M.M.– Distance)" when choosing the Program of Study.

4 Request Transcripts

Request one official transcript of all collegiate work completed from every institution attended, whether or not you received a degree from those institutions. Transcripts from Colorado State University are not required. Official transcripts can either be mailed in or sent as e-transcripts.

Send e-transcripts to: gradadmissions@colostate.edu

Send paper copies to:

Graduate Admissions

Colorado State University – Office of Admissions

1062 Campus Delivery

Fort Collins, CO 80523-1062

Check Your Application Status

View your [application status](#) at any time to ensure your application checklist is complete or to check on updates. Once your complete application, including supporting materials, is received, the department admission committee will review your application and promptly notify you of their decision.

International Students

See [website](#) for test score and transcript requirements.