

UF | UNIVERSITY of
FLORIDA

ONLINE

MAMC

Master of Arts in Mass Communication



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THE MASTER'S DEGREE FOR THE DIGITAL AGE.

AND FOR YOU.

Why might UF's online graduate programs be right for you? Simply put, we offer a graduate degree for the digital age, designed with the future communication leader in mind. We offer the most comprehensive, current, digitally focused online graduate programs in the world. At UF you can choose from eight fully-realized graduate specializations and five shorter graduate certificates. You'll have an opportunity to learn from world-class instructors about the communication practices that matter most to you and your professional goals.

Why do we claim to be the Master's degree for the digital age? As a Gator you will have access to:

- A network of hundreds of current students and graduates
- More digital specializations than any other online graduate degree program
- Support for lifelong learning after you earn your degree.
- Superb online instructors with backgrounds that include Google, Disney, Udacity, Microsoft, Colgate Palmolive, Southwest Air, APCO, and a variety of other global companies
- Capstone classes with real clients in every program
- Opportunities for internships and career development
- Classes offered throughout the year
- Advisory boards of top professionals
- Flexible live and asynchronous classrooms
- A success coach ready to help you weather the challenges of your master's study

Even with so many unique benefits, UF remains a top value. Graduate tuition in some programs is less than half that required at peer institutions offering similar degrees.

Our Programs



**AUDIENCE
ANALYTICS**



**DIGITAL
STRATEGY**



**GLOBAL STRATEGIC
COMMUNICATION**



MEDIA SALES



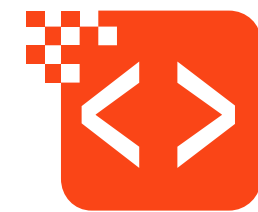
**POLITICAL
COMMUNICATION**



**PUBLIC
RELATIONS**



SOCIAL MEDIA



WEB DESIGN



**VALUE AND
CONVERSION**

All classes are online with live and recorded lectures, allowing students to view classes at their pace during the week. Each week, students must meet weekly objectives and complete assignments.

INVEST IN YOUR FUTURE

With the flexibility of our online courses, there's no need to quit your job to make time for classes. Our courses are 100% online, giving you the freedom to work, care for your family, and live your life. You never need to come to campus - except to walk across that stage at graduation. And even then, it's not a requirement.

With small class size, personalized advising and coaching, and our focus on learning by doing, you master skills and strategies to take into work with you the very next day. There's nothing more immediate than that.

Rankings

- Ranked #2 Online Master's in Communication Program by bestmarketingdegrees.com (2017-).
- Ranked in the top 5 Best Value College by Forbes (2017-).
- Ranked #2 Best Online College by TheBestSchools (2016-).
- Ranked No. 14 of Public Universities by U.S News & World Report



CURRICULUM FOR THE 21ST CENTURY

Our eight specializations represent the most sought-after skills in the communications industry giving you an unmatched experience in academics, professional development, and communications.

"The knowledge I have gained from my interactions with students and professors in the program has been invaluable to my professional growth. If it weren't for the foundation I received from the University of Florida, I wouldn't have my dream job today."

- Kimberly Devitt,
Marketing Manager, Corkcicle
UF MA '16



UF

Facts & Figures

97%
of graduates
secured positions
within 3 months
of graduation

\$55k
median starting
salary

\$18K
change in salary
from program
start to finish

Career-Focused Curriculum

Your road to professional success begins here. Our curriculum is designed to give you a distinct identity and valuable set of skills in the competitive job market. Each specialization is led by an advisory council, with members from leading companies including Adobe, Microsoft, and Netflix.

World-renowned Instructors

Our faculty are embedded professionals at the top of their respective industries, giving you a unique and important perspective outside of the traditional academic program.

Flexible without Compromising Quality

You will gain a strong foundation in your specialization, providing you with a specific skill set desired by employers. Your curriculum also allows for three or four more additional electives, enabling you to customize your education in a variety of disciplines.

Leading companies from around the world hire our students. The following is just a sample:

Aramark
Coursera
ESPN
Houston Astros
LA Times

New York Times
Pratt & Whitney
Rakuten
Spirit Airlines
The Boeing Company

The Walt Disney Company
Tieks by Gavrieli
Universal Studios
US Department of Defense
US Department of State

10

REASONS TO ATTEND GRAD SCHOOL AT UF

1. Change Your Life

Our graduates report:
97% employment rate at graduation.
78% of our alumni received a raise, promotion or both after graduation.
\$18,000 average change in salary from program start to finish.

2. Greater Salary

Depending on your field, you can expect to earn \$20-\$39k more than someone with only a bachelor's degree.

3. Career Advancement

A master's degree can open the door to career opportunities.

4. Career Change

An advanced degree can help transition to another career.

5. Education Enhancement

Graduate school provides opportunities to explore theories and knowledge of a certain topic or industry.

6. Education Upgrade

Maybe your knowledge of your field is outdated. Do you find it difficult to keep up with trends? Getting an advanced degree can help.

7. Teaching Opportunities

Getting a master's degree can lead to a teaching position at a university or college.

8. Employer Perks

Some businesses will pay partial or full education fees for qualified employees.

9. Stand Out

By earning a master's degree, you join an elite segment of the population.

10. Interest Realization

Not everyone realizes during undergraduate studies what they want to do with their lives. Graduate school allows you to study a new topic or field.



WHAT WILL YOU MASTER?



Eight Specializations. One Bright Future.

AUDIENCE ANALYTICS

Uncover Actionable Insights. Tell the Story Hidden in the Data.

Give your company a competitive edge by learning about and using tools to effectively identify trends and communicate those findings through meaningful presentations.

Courses

Digital Research Methods
Data Storytelling & Visualization
Intro to Programming with Data
Data Mining & Analytics
Understanding Audiences

Capstone Course

This course is the culmination of the Audience Analytics specialization. Students will draw from all of their previous course work to analyze a consumer or audience problem or challenge for an assigned client, design a study proposal, execute the study utilizing appropriate methods, tools, and analyses, and produce a final report and presentation for the client. They will work one-on-one with their instructor to receive guidance at critical steps along the way.

This program focuses on

CONSUMER BEHAVIOR

How people select and use products, services, experiences to satisfy their needs.

DATA ANALYSIS

Identify trends and patterns; translate data into stories to help companies make better decisions.

MEDIA AND AUDIENCE RESEARCH

Carry out quantitative and qualitative research; apply media research and audience analysis to address company goals.

Careers in Audience Analytics

Careers in audience analytics pay very well, with salaries of \$60-\$105,000+ per year. Jobs you will qualify are:

- Audience and Consumer Analyst
- Brand Analyst
- Brand Manager
- Campaign Analyst
- Consumer Behavior and Market Researcher
- Data Analyst
- Media Researcher
- Political Researcher
- Researcher in Product Development



39 credit hours

Cost: \$34,544

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1



36 credit hours

Cost: \$17,441

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

DIGITAL STRATEGY

Marketing for the Digital Age

This program is dedicated to producing our graduates who are masters of digital marketing, including lead generation and management, engagement, and conversions. You will learn to use marketing techniques to drive increased conversions and create loyal customers.

Courses

Copywriting for Digital Messaging
Search & Display Advertising
Lead Generation & Marketing
User Experience
Inbound Strategy

Capstone Course

By working in teams to complete marketing challenges, you will gain experience in planning and executing digital marketing campaigns which will include measuring, reporting and presenting the results of your efforts.

What is Digital Strategy?

Digital strategy, also called digital marketing or online marketing, includes everything from online ad buying to inbound marketing. In this program, you'll study all aspects of digital strategy, including how to:

- Create compelling copy for a website or social channel.
- Write engaging content that generates leads.
- Express and accentuate the meaning and reveal the heart of the brand.
- Manage a CRM and other customer relationship management tools.
- Create an efficient and engaging user experience for websites.

Careers in Digital Strategy

Careers in digital marketing pay very well, with salaries of \$60-\$105,000+ per year. Jobs you will qualify are:

Chief Marketing Officer
Digital Marketing Director
Marketing Analyst
Marketing Strategist
Online Advertising Director
Online Marketing Director
SEO Manager
UX Strategist

GLOBAL STRATEGIC COMMUNICATION

Think Global, Act Global.

Our graduates are catalysts for positive global change through effective communication. Change is possible. So, become a leader and make an impact. Solve problems on a global scale using strategic interpersonal communication skills with attention to cultural considerations.

Courses

Global Activism & Change
Public Affairs Communication
Creative Storytelling
MBA: Managerial Decision Analysis
MBA: Technology for Business Transformation

Capstone Course

Students identify a real organization that requires a global strategic communication project to solve an important problem. Students will create a strategic plan using elements from previous courses, and then execute a project that helps the organization achieve its strategic communication objectives.

Specialize in an Elective Track of your Interest:

1. Web Design
2. Public Interest Communication
3. Digital Strategy
4. Master's of Business Administration

Careers in GSC

Global Strategic Communication graduates are looking at \$60,000-\$110,000+ per year, while qualifying for careers such as:

Chief Communications Officer
Corporate Communications Specialist
Development Communications Officer
Director of Global Communications
Global Communications Specialist
International Affairs Liaison
International Media Consultant
Regional Communications Officer
Senior International Consultant
Vice President of International Affairs



37 credit hours

Cost: \$32,773

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1



38 credit hours

Cost: \$18,410

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

POLITICAL COMMUNICATION

What is Different about Political Messaging in the Digital Age? Everything.

Our students harness the tools of modern campaigning to help increase political engagement and drive change.

Courses

Intro to Digital Political Campaigning
Intro to Digital Political Organizing
Fundamentals of Political Engagement
Fundamentals of Political Rapid Response
Applications of Political Communication

Capstone Course

The capstone project will require students to use knowledge gained during the program to demonstrate master of skills like driving offline action via digital activity, email fundraising pitching, and digital advertising. The capstone project will be individual to each student and will be supervised by an industry expert who will use real-world examples to help build applied experience for the student.

Why Pursue a Political Communication Degree?

Digital in politics has gone from a \$2 million to \$1 billion industry in only eight years. Professionals are still trying to keep up with this growth and many aren't trained in the field. A master's degree in political communication will give you the unique opportunity to learn from the best in the field and become a true professional.

Careers in Political Communication

Careers in political communication pay very well, with salaries of \$60-\$100,000+ per year.

Examples for opportunities you will qualify for include:

Account executive for political digital agency
Account Manager
Communications Manager
Digital Director for political campaigns
Digital Media Analyst
Digital Strategist
Interactive Media Developer
Social Media Strategist



33 credit hours

Cost: \$19,330

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

PUBLIC RELATIONS

Public Relations is More than just Press Releases.

Our students have the unique opportunity to learn how to manage an organization's image and relationships from APCO, one of the world's largest privately owned public relations agencies. Students apply classroom skills to real world problems by utilizing unconventional thinking to foster beneficial client solutions.

Courses

Public Relations Theory
Measurement & Evaluation
Strategy & Messaging
Crisis/Risk Management
Brand Management

Capstone Course

Allows students to collaborate on a real world PR problem by working with one of the nation's largest PR firms.

INNOVATION

An intellectual collaboration of world leaders in public relations practice and graduate education.

GLOBALIZATION

Courses focus on learning inter-cultural skills appropriate for working with international clients.

EXCELLENCE

Academic and professional leaders, working together to create the world's most advanced, challenging, and transformative graduate degree.

Careers in Public Relations

Careers in public relations pay very well, with salaries of \$60-\$105,000+ per year. Jobs you will qualify are:

Crisis Management Agent
Communications Coordinator
Event Coordinator
Global Communications Manager
Market Research Analyst
Media Relations Manager
Multimedia Artist/Animator
Public Relations Director

SOCIAL MEDIA

Social Media is an Opportunity to Connect at a Personal Level.

Students will learn to engage with stakeholders, create compelling content, measure effectiveness, and refine strategies for maximum impact. The world's most popular medium requires someone who can do it all on any platform.

Courses

- Branding Using Social Media
- Advertising & Social Media
- Social Media Metrics
- Emerging Technology & Social Media
- Social Media & News

Capstone Course

Students will work with a real-world client to develop a social media campaign and content calendar for a client they select using the skills and knowledge gained during the course of the program. The capstone project will be supervised by an industry expert as students work with a client to help promote their business and build their client base.

CORE CONCEPTS

THINK BIG

Generate big ideas and develop your storytelling skills to communicate them to your target audience.

ENGAGE

Get a deep understanding of how to engage audiences through creative content and impactful messaging.

MEASURE

Obtain the skills to master the metrics behind communicating ROI to managers and clients.

Careers in Social Media

Careers in social media pay very well, with salaries as high as \$80,000+ per year. Jobs you will qualify are:

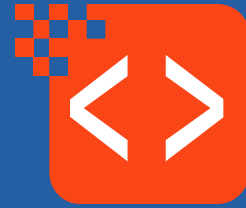
- Brand Advocate
- Brand Manager
- Content Manager
- Digital Marketing Manager
- Digital Media Manager
- Engagement Coordinator
- Online Communication Manager
- Social Media Strategist
- Social Media Manager



38 credit hours

Cost: \$30,999

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1



37 credit hours

Cost: \$22,191

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

WEB DESIGN

Create Meaningful Messages One Pixel at a Time.

Our students bring their ideas to life from sketchbook to computer screen using the fundamentals of graphic design and premiere Adobe software. From the back end to the front end, students design with Search Engine Optimization (SEO), User Experience (UX), and mobile responsiveness in mind. Build your coding repertoire from basic HTML 5 through PHP and Custom WordPress template development.

Live Courses

- Web Design Principles
- Digital Imagery in Web Design (Photoshop)
- Corporate & Brand Identity (Illustrator)
- Web Interactivity & Engagement
- Advanced Web 1: Programming

Capstone Course

The capstone project will incorporate skills such as branding, layouts, strategic communication, research methods, coding and web design. Students will develop a comprehensive communication campaign based on research and client needs. The completed campaign will be presented to the client at the end of the course. All students compete in teams and the client will determine an overall team winner who best captured the client's vision.

CORE CONCEPTS

CODE

Go beyond templates and shortcodes. Master HTML5, XHTML and CSS3, jQuery, JavaScript and PHP fundamentals. Take your front-end skills to the next level.

DESIGN

Get creative with design tools including Adobe Photoshop, Illustrator and InDesign. Create stunning artwork and dynamic websites to drive engagement.

STRATEGIC COMMUNICATION

Focus on critical thinking, analysis, and practical skills to develop and implement communication strategies that advance an organization's goals.

Careers in **Web Design**

Careers in web design pay very well, with salaries of \$60-\$110,000+ per year. Jobs you will qualify are:

- Brand Manager
- Digital Marketing Specialist
- Digital Media Director
- Digital Media Manager
- Graphic Designer
- Marketing Director
- Online Campaign Strategist
- Online Marketing Manager
- Senior Web Producer
- Web Content Coordinator
- Web Designer
- Web Manager

The Graduate Certificate

TO LEARN MORE GO TO
[onlinemasters.jou.ufl.edu/
graduate-certificate/](https://onlinemasters.jou.ufl.edu/graduate-certificate/)

What is a Graduate Certificate?

A graduate certificate is ideal for a student who is not pursuing a formal graduate degree. Students complete a shorter term of study, generally four courses (12 to 14 credit hours) compared to 11-13 courses with the master's degree (33-39 credit hours). The graduate certificate signifies completion of the foundational courses of a specialization. A student may pursue a master's degree after the completion of the graduate certificate and these courses will transfer toward those degree requirements.

Stand Alone Certificates

Media Sales
Value and Conversion

Certificates with MAMC Options

Global Strategic Communication
Social Media
Web Design

Beyond conferring a degree or certificate, and the number of courses, are there any other differences between a certificate and a master's degree?

The two biggest differences are:

A) graduate certificate students do not qualify for federally guaranteed financial aid (student loans),

B) graduate certificate students have a shorter application process than do MAMC students. Most significantly, graduate certificate students do not need to provide GRE scores as part of their application.

Why would someone choose a graduate certificate over a master's degree?

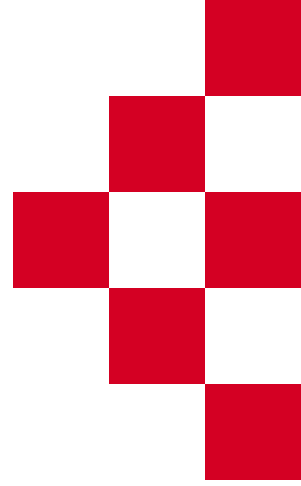
A graduate certificate is faster to complete, does not confer a degree, but provides useful skills and knowledge about a subject area. Completing a graduate certificate is also an achievement and can make someone more attractive to current and prospective employers. A master's degree is a significantly bigger accomplishment because it results in a degree. It takes longer and gives students a deeper and more sophisticated understanding of a specialization.

We offer five graduate certificates created from four courses that are part of the relevant broader MAMC specialization or a stand alone certificate. If students decides to pursue a master's degree the certificate classes count toward the MAMC, thereby shortening the time to earn a degree.

The college offers two stand alone certificates that are not part of any MAMC program. These certificates are Cross Media Sales and Communicating Value and Web Conversion.

Students who decide to pursue a master's degree with graduate certificate credits can contact their academic advisor for a personalized plan. This document will give you an accurate degree audit to serve as a guide as you complete your degree.

MEDIA SALES



Speak the Language to Drive Sales.

Our students leverage tools of the digital age to provide creative and effective sales solutions for customers. Instructors teach students how to harness the power of presentation to increase your success as a sales professional. Showcase your value to your employer and to your customers by sharpening your existing skills and increasing your knowledge in today's changing media landscape.

Courses

- Presentation Power
- Cross Platform Media Selling
- Digital Sales and Engagement
- Selling Today

World-Renowned Instructors

Instructors of the Media Sales program work in the industry, representing companies such as Disney, Colgate-Palmolive, and Google.

12 credit hours

Cost: \$6,148

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

Sales for a Digital Age

The requirements to be a great salesperson have changed in the digital age. Gone are the days of the traveling salesman. Today, sales people are expected to deliver extraordinary results that prove a substantial return on investment. Now is the time to take control of your selling success by sharpening your skills.

The Right Tools for Better Results.

Through real-world scenarios, you will learn how to integrate both traditional and digital media sales. Improve your presentation skills by practicing quick thinking and expressing new ideas in a way every customer can understand.





12 credit hours

Cost: \$9,592

Application Deadlines:
Spring: November 1
Summer: April 1
Fall: July 1

VALUE AND CONVERSION

Get your Customers to Perceive your Value. Otherwise, it Doesn't Exist.

The money you spend on search and display advertising is only the beginning. Are you doing everything you can to convert these expensive leads into customers? Are you squandering dollars because your prospects don't understand the value of your offerings? This program shows you how to optimize your message, sharpen your messaging skills, and learn sophisticated offer-testing strategies.

Courses

Messaging Strategy and Value Proposition
Messaging Methodologies
Customer Research and Online Testing
Customer Relationship and Lead Management

Embrace Tool for Success

This program has been carefully crafted so that you learn more than just "best practices." You will discover how to effectively craft and express a message, as well as how to generate highly motivated leads and run your own scientifically rigorous experiments with the MECLABS Institute patented Test Protocol Tool.

Influence Consumers

Your customers find your brands on mobile, in social, and on the Web. Are you effectively communicating the value of your product or service? Are you aware of the decisions your customers make before they commit to your brand? Are your messages telling the right story, to the right people, at the right time? Are you converting visitors into customers with a compelling, clear statement of your brands' value?

A Unique Partnership

The world's top research institute and one of the world's leading research universities have collaborated on a program like no other. The University of Florida and MECLABS Institute can show you, or your team, how to express the value of your brands. Only one graduate certificate in the world features MECLABS Institute's patented methodology for increasing customer responses in digital marketing.

ADMISSIONS

Our admissions committee takes a holistic approach when reviewing each application. The most important objective is to find students with the qualities to become true industry leaders.

We evaluate candidates in three key areas:

Academic Ability

A bachelor's degree is required for admission, and the admissions committee will evaluate your transcripts and performance. The minimum GPA required is a 3.0 for overall undergraduate work as well as for upper division coursework. Additionally, we require students to take the GRE and obtain at least a score of 156 on the verbal portion and 146 on the quantitative portion. If you have another advanced level degree such as a Ph.D., M.D., or J.D from a regionally accredited institution you may be eligible for a GRE waiver.



Admissions for MAMC

You may submit applications for Spring, Summer and Fall, and completed applications are considered as soon as they are received. Candidates are encouraged to apply online at admissions.ufl.edu/apply/graduate/.

Apply as early as possible. Admission is competitive and limited to the most qualified applicants. Full details of requirements are available on our [website](#).

Professional Experience

No specific prerequisite industry experience is required for admission. The admission committee evaluates your resume and letters of recommendations to learn more about your personal and professional experiences.

Career Outlook

A statement of goals is required for admission. The statement allows the admission committee to understand why you are interested in pursuing your graduate educations and your career aspiration.

Find Out More

To learn more about admissions go to onlinemasters.jou.ufl.edu/admission-requirements/

*Certificate applicants do not need to submit GRE scores or letters of recommendation. Certificate applicants apply here admissions.ufl.edu/apply/more/

REQUIREMENTS

Admission Requirements

Applicants must meet the following requirements in order to be accepted into either the certificate or master's degree programs:

Bachelor's degree from a regionally accredited college or university
 GPA of 3.0 or better for overall undergraduate studies
 GPA of 3.0 or better for all upper-division undergraduate work
 Submit a statement of goals
 Submit a current resume

Additionally, applicants for the master's program must:

Earn suitable scores on the General Test of the Graduate Record Examination (GRE)
 Minimum GRE requirements: 156 verbal and 146 quantitative GRE score
 Submit three letters of recommendation

PREPARE

1. Write statement of purpose.
2. Update resume and save a copy as a PDF for submission.
3. Contact recommenders.
 - Gather their info: full name, title, company/institution, mailing address, telephone number, and email address.
 - Alert them about UF request for letter of recommendations.
4. Research how to obtain official transcripts from ALL undergraduate and graduate (if applicable) institutions
5. Obtain unofficial copy for self-calculated GPA and submission for the UF application
6. Plan to take the GRE
 - Give ample time for processing. Schedule exam no later than 4.5 weeks BEFORE the application deadline
 - GRE scores must be within 5 years
7. Florida residency documents (if needed).

TO APPLY

Apply

Complete the UF application online.

- If you are applying for Summer, you must apply for Summer C.
- Copy/paste statement of purpose into application.
- Submit resume.
- Enter self-calculated GPA.
- Unofficial transcripts from ALL institutions you attended.
- Residency classification.
- Letters of recommendation requests.
- Pay the application fee by credit card (We cannot see your application unless this is paid.)
- Alert UF College of Journalism & Communications (distancesupport@jou.ufl.edu) that you have completed your application.

Note: It is an applicant's duty to ensure that the materials he/she submits for the application packet are accurate and display their full potential as a prospective admitted student.

Follow Up

Send the following materials ONLY after you have completed the application and PAID the fee.

Mail CJC official transcripts from ALL institution: you attended.

ATTN: Tiffany Robbert
College of Journalism and Communications
University of Florida
3104 Weimer Hall
P. O. Box 118400
Gainesville, FL 32611-8400

Mail UF Admissions official transcripts from ALL institutions you attended. Send official GRE scores (UF school code is 5812). Transcripts must come directly from the institution. Include English translation of transcript.

University of Florida
Office of Admissions
201 Criser Hall
PO Box 114000
Gainesville, FL 32611-4000

Check for recommendation completion and reminders using the UF online application portal.

UF

Choosing to pursue a graduate education is one of the most important decisions in your life. Contact us today and take your first steps towards a brighter future.

onlinemasters.jou.ufl.edu

Email: distancesupport@jou.ufl.edu
Facebook.com/UFJCOnline



UF

GO GATORS

onlinemasters.jou.ufl.edu