

**Masters in
Communication and Media
(MCM)
Student Handbook**

Dr. Richard Dool

Edited by Joe Brecht, MCM '22

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Welcome to the Rutgers MCM Program

You are about to begin your graduate journey in the Rutgers MCM Program in the School of Communication and Information (SC&I). I congratulate you on this undertaking and promise that the journey will be an interesting, challenging and rewarding one.

Inside this student handbook, you will find a great deal of information about the MCM program as well as how to navigate and settle in here at Rutgers University. This handbook should be read over in detail at the outset of your time in the program and then kept handy for reference as you move through the program. Issues and opportunities that do not seem as pertinent to you today may be more relevant later.

Please also keep an eye out for MCM listserv emails from program representatives which provide updated information. As new opportunities or improvements to procedures are made, we will circulate them through email. You should keep those emails with your student handbook for later reference.

Welcome to MCM at Rutgers!

A handwritten signature in black ink, appearing to read "Richard Dool".

Dr. Richard Dool
MCM Director

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About the MCM Program

The MCM program is offered by the School of Communication and Information (SC&I). The program is offered in collaboration with the Department of Communication and the Department of Journalism and Media Studies.

Adapting to audiences, designing effective communication strategies, collaborating and resolving conflict effectively, and leveraging social media are a few of the complexities of communication that MCM students learn to address.

Founded in 1987, the MCM program is designed to provide its students with opportunities to execute a course of study that enables them to leverage theoretical understanding of critical communication and information processes into practice or advanced doctoral studies. Our seven specialized tracks in Communication and Media Studies, Corporate Purpose and Social Impact, Digital Media, Health Communication, Communication and Media Research, Public Relations or Strategic Organizational and Leadership Communication enable students to either focus study in one area or combine multiple areas of study to tailor the program for their specific career goals.

Our students join us from a variety of backgrounds and disciplines. Approximately two thirds of our students come to us with working experience and the other third come directly from undergraduate programs. Some of our students come with strong communication backgrounds in study as well as experience, although many come from a variety of other related backgrounds such as business, sociology, public health, social work, English, IT, and the humanities.

Our faculty are cutting-edge researchers and practitioners who understand the importance of leveraging general knowledge and theory into practice. Students in the program will learn how understanding underlying dynamics and essential processes of communication, interaction, and knowledge creation can enable high-level skill execution in practice.

The program draws diverse groups of students with a variety of employment, educational, cultural, and national backgrounds with a wide variety of goals: Recent graduates of bachelor programs seeking advanced knowledge; experienced professionals seeking career advancement or career change; and students bound for Ph.D. programs in Communication or Media Studies.

About the Program Leadership

The MCM degree is offered and administered by the Department of Communication and is led by the MCM Director, Dr. Richard Dool, who is also a faculty member. The MCM Executive Committee includes representatives from the program faculty who work with the Director on all issues related to the program's administration. Teaching faculty includes the full time, tenure track members of each of the three departments in the School as well as part time lecturers (PTLs) with outstanding and relevant educational and professional backgrounds.

Overview of the Program Requirements

MCM students complete 36 credits to earn their degree. The program is self-paced (3-12 credits per semester). Students can choose between six specific specializations and one general specialization. Students are admitted to the general program and may stay within a specialized track or may combine tracks to focus on multiple areas of interest.

Students must complete 15 credits of core requirements; and 21 credits of electives. Up to 6 credits of graduate work can be transferred in from another university or from other graduate programs at Rutgers University.

Specializations

Communication and Media Studies

In this general specialization, students will take a self-designed course of study drawing across any of the MCM specializations as well as courses in other areas of the School of Communication and Information (SC&I). Courses in organizational communication, mediated communication, health communication, social interaction, knowledge management, and media studies are offered throughout the year. Some of these courses are also cross-listed with the school's Ph.D. program.

Strategic Organizational and Leadership Communication

The Strategic Organization and Leadership Communication specialization emphasizes theory-informed, research-based study of leadership, organizational process, structure, and interaction, as well as the use of new communication technologies in organizational and societal contexts. Courses examine organizations in a variety of contexts including businesses, nonprofits, civil society, and government. We specifically focus on the communication demands on leaders in this fast-paced, complex organizational environment. We explore the competencies needed to be an effective communicator in all three main modalities: one to one, one to many, and various 'e' forms of communication.

This specialization may be especially appealing for those who have goals for careers in organizational leadership, corporate communication, advocacy, administration and/or management, training and development, consulting, change management, stakeholder relationship management, and social media management. It will also offer value to those who want to improve their personal leadership communication skills or add to their professional leadership/management credentials.

Digital Media *(Available Fully Online)*

This specialization is intended for digital media professionals, social media specialists or managers, journalists and other communication specialists who wish to retool and gain understanding of 21st century media. This includes study of grassroots reporting and

advocacy. The specialization will ensure students are conversant in digital video capture, editing, and production as well. This specialization can be completed online (although face-to-face or online electives in other specializations are available to these students as well).

Although this specialization can be completed fully-online, it is not recognized by Rutgers University as a fully-online program. Thus, students completing this specialization are still required to comply with all campus-based student obligations, including immunizations, covid vaccination and boosters mandates/requirements.

Electives in this specialization include social media, digital media ethics, newer media law and policy, critiquing marketing communications, digital journalism, digital advocacy and persuasion, globalization, media and social change, and digital media production, among others.

Health Communication

This specialization is intended for students who wish to specialize in various contexts related to community wellness and health interaction such as public health communication; facilitated provider-patient communication; health campaigns and advocacy; and community health and wellness.

Electives in this specialization include persuasion & advocacy, applied interactive research in health and wellness, social marketing and public health, communication and normative influence, among many others. Students who have an interest in health organizations may wish to combine study in this specialization with study in the Strategic Organizational and Leadership Communication specialization.

Communication and Media Research

This specialization is intended for students who wish to take a more research-oriented course of study. It is also designed for those students who may wish to pursue a Ph.D. program after completing the MCM degree. These students have somewhat different requirements (9 credits of core; 3 credits of research practicum; 3 credits of teaching internship; 21 credits of electives and also a zero-credit Colloquium requirement). In addition to coursework, these students will be involved in empirical research with a faculty member, assist in teaching a course, and gear their studies and capstone project toward a research orientation.

Corporate Purpose and Social Impact

This specialization looks at the concepts of sustainability, organizational purpose, and corporate social responsibility (CSR) that are becoming more and more crucial to understanding the role of business in society. This specialization aims at defining CSR and how organizations create social impact.

The program looks at new managerial solutions and new performance evaluation and reporting methodologies capable of integrating and improving traditional economic measures. It is designed to build a new vision of social impact based on a stakeholder-centric framework.

Whether corporate social responsibility is understood as organizations taking responsibility or society holding organizations accountable, the underlying issues are about the environmental, social, and governmental opportunities and risks that have emerged in today's globalized, networked world.

Public Relations

This specialization is designed for public relations professionals to enhance their professional credentials and those who wish to enter this fast-growing and dynamic profession. We explore the competencies needed to be an effective public relations practitioner in this dynamic, complex and social-driven environment. We offer you both the emerging theories of the practice of public relations as well as the skills you need to have to compete successfully in this profession. Many of our courses are taught by highly experienced senior public relations practitioners. Additionally, Rutgers is located conveniently in the public relations epicenter between New York City and Philadelphia.

Policies About Specializations

1. Students use a specialization to organize their studies and to focus on an area of interest. Students are required to officially declare a specialization and to complete their degree within a given specialization. However, students can change specializations, if they so choose. This is best done in their first year of the MCM Program to avoid having to take extra courses.
2. There is a requirement for students to declare they are switching specializations if their interests change over the course of their degree. They should discuss this with the MCM Director to ensure they stay on track for graduation.
3. The program strives to plan course offerings such that at least two electives per specialization are offered each spring and fall term. Core courses will be offered at least once annually, but most are offered each semester or in the Summer sessions.
- 4.

Specific Degree Requirements

MCM Program Core Courses (12 credits) – *See the MCM Course Map and the Student Graduation Checklist at the end of the Handbook*

- **Communication Ethics OR Digital Media Ethics [17:194:548,594] - 3 credits**

- Digital Media students will take Digital Media Ethics
- **MCM Graduate Experience [17:194:513] - 0 credits**
- **Communication Research OR Media Research [17:194:514,556] - 3 credits**
 - Digital Media students will take Media Research
- **Capstone Seminar [17:194:519] - 3 credits**
 - Students integrate theory and practice through the preparation and presentation of an intensive project. Students will design their own original work that includes integrating, synthesizing, and analyzing fundamental communication theories, concepts, and research methods; show proficiency in gathering and using evidence to study and understand communication processes and consequences; demonstrate advanced written and oral presentation skills; and apply communication theories and concepts to professional and civic life.
- **E-Portfolio [17:194:508] - 3 credits**
 - Students develop a professional e-portfolio that showcases: a resume; academic work, professional development courses, certifications and/or military service; social media and other digital assets; relevant audio/video material; professional, community, and school activities; and writing samples.

Elective Courses (21 Credits)

In addition to the electives made available in the MCM specializations, students may apply up to six credits of coursework from outside of the School of Communication and Information. Students may wish to supplement their MCM studies with courses in Business, Social Sciences, or subjects offered at other Rutgers professional schools.

Experiential Learning

All MCM students can take up to six credits of experiential learning as part of their electives. In these supervised experiences, students will engage with practitioners to learn skills and perspectives. Grades are assigned based on a self evaluation by the student and a supervisor evaluation by the practitioner or faculty member. Online students may complete this requirement in an online opportunity or in their local area.

- **Internships** - (150 hours for 3 credits) In businesses, nonprofits, government agencies, and/or Rutgers units/departments. Students may not intern where they are currently employed. Students may complete up to two internships (300 hours/6 credits).
- **Research Practicum** - Students work with faculty in executing cutting-edge

research projects. Students may take up to two practicums (3 credits each).

- **Teaching Internships** - Students work as assistants to a professor in a course related to their study. Teaching Internships must be approved by the course instructor, the MCM Director, and the Communication Department Chair. To apply for a teaching internship, start with an email to the MCM Director prior to the term you wish to start.
- **Fellowship** - Students apply and are selected as Fellows in the Johnson & Johnson Fellowship program. Six of the credits earned in this program may be applied to students' degree requirements. Fellows have tuition paid and receive a stipend. They spend 20 hours per week onsite at J&J.

International Students and Experiential Learning—Special rules apply to international students regarding internships and fellowships. Students are responsible for knowing what their visa status permits in the way of CPT (Curricular Practical Training) and other opportunities of this nature. International students should check with the International Services Office on campus for advice and detailed orientation. The MCM program will maintain a list of internship opportunities (as well as practicum and teaching internships) in the program and on campus that will permit international students to meet their experiential learning requirement.

Policies Related to Satisfying Degree Requirements

1. Students are required to successfully complete 36 credits to earn the MCM degree, including MCM Program core courses, Specialization core courses and elective requirements.
2. Nine (9) credits are considered a full-time load. 12 credits per term is the maximum course load and requires approval by the Director. Study may also be pursued part-time (3-6 credits). Six (6) credits is normally required to qualify for financial aid.
3. Students are required to satisfy degree requirements with at least 30 credits in coursework, aside from individualized experiences such as independent studies, practicums, internships and the like.
4. Fellows may apply no more than 6 credits of Fellowship credit towards satisfying their degree requirements. They will apply for and participate in up to 6 credits of Fellowship work as an enhancement to their program experience.
5. Students may apply up to a total of 6 credits from other graduate programs (both inside and outside of Rutgers) to their degree upon approval of the courses by the program director.
 - a. **Transfer from a Rutgers Program**—A request to count a course from a Rutgers graduate program should be made prior to enrollment. The program director will determine the appropriateness of applying the course

to the MCM degree. Grades from such courses are treated the same as courses within the MCM program.

- b. **Transfer from another University's Program**—A request to count a course from another university's graduate program can be made at any time during the student's program of study. Such a request should include the syllabus of the course taken; a transcript showing the grade earned by the student in the course; and a brief explanation of why the student believes the course is applicable to the MCM degree. Such transfers will be made only if the Director finds the course relevant to the MCM program; the student earned a grade of B or better; and the course was taken within five years of entry into the MCM program. The student is responsible for ensuring all steps of this transfer process are completed and that a form for transfer of credit is signed and on file with the Student Services Office at SC&I.
6. Students are expected to earn grades of B or better in their coursework. No more than six credits bearing a grade of C or C+ and no credits bearing a grade of F or IN (incomplete) may be used in meeting the requirements for the MCM degree. To graduate from the MCM Program requires an overall Grade Point Average (GPA) of 3.0.
 7. A total of no more than 45 credits may be taken to meet degree requirements for the master's degrees in the school, including credits bearing the grade of IN or W. All grades will count in the cumulative GPA for a student, including repeated classes. Throughout a student's matriculation in the master's program, he or she may repeat only one failed course one time.

Reference - http://catalogs.rutgers.edu/generated/sci_current/pg37.html

International Students

International students should pay attention to the special procedures required by the Graduate Admissions office. Once in the country, you should participate in the programs sponsored by the Office of Rutgers Global Services (<https://global.rutgers.edu/>).

In particular, we strongly encourage all international MCM students to participate in a Rutgers Global orientation session. There are many specific rules and much information that apply to international students. Please make sure you make use of the Rutgers Global programs, advisers and information.

Special Opportunities

MCM Fellowships

Johnson and Johnson Fellows (who are funded through the Johnson & Johnson Fellowship Program) will take 3 credits of Fellowship each semester of their fellowship and may count 6 of these credits toward the MCM electives requirement (Fellows I, II, III, IV). This is a very competitive offering and usually attracts many highly qualified applicants.

These students are selected by Johnson and Johnson to be Fellows and spend 20 hours per week at J&J as part of their learning experience. They are given a stipend plus tuition and gain valuable practical experience. All MCM applicants are considered for J&J Fellowships as part of our admissions process. Nominated students are asked to supply a professional resume for further consideration. Typical Fellow placements are for four semesters, though they are decided on a semester-by-semester basis, depending on the student's performance in the Fellowship and the MCM program, as well as the continuing availability of support from the sponsor. Students may apply and be considered for Fellowships in subsequent semesters after they begin the MCM program.

MCM Fellow Internship I, II, III, IV are required of students awarded MCM Fellowships for each term of their fellowship up to four terms or 12 credits. **Up to six (6) of those credits may be counted toward the MCM degree.**

To apply to be a Johnson and Johnson Fellow after initially joining the MCM Program, send a professional resume to the MCM Director, along with an email stating your interest in being considered for a Fellowship.

Any student who is selected for a 2-year Fellowship after starting in the program is expected to complete four semesters of study and fellowship. One-year Fellowships are also available from time to time.

Registering for Classes

The course schedule for the upcoming semester will be posted online at <https://sis.rutgers.edu/soc/#home>. Once you click the link, select "New Brunswick" as the campus location; "Graduate" as the level of study; and select the term of study. Then, hit "Submit." On the next page, select in the drop down menu for subject "Communication and Information Studies."

You'll then see the list of offerings for the upcoming semester. Please **DO NOT** register for courses that begin with a "16" (16:194:6XX). These are the doctoral courses and unless cross-listed with an MCM number, are not available to you. **MCM courses are 17:194:5XX.**

Also, you can select the “**New Brunswick Online and Remote Instruction Courses**” option as the campus location and follow the above procedure to see our online listings for the program.

In this venue, you can see which classes are open and which are closed. The courses with a red section number are closed. You may still be able to add those courses, but need instructor permission to do so. You should email the instructor and ask if he/she would be willing to add you. Green section numbers mean the course is open. (If a cross-listed course has the MCM section closed and the Ph.D. section open, **YOU MAY NOT register under the Ph.D. section**. You must obtain permission from the instructor to add you to the MCM section of the course).

Once you have selected your courses from the schedule, note the five-digit index number. You will need that five-digit number to register for each class.

Double-check to be sure you don’t need a special permission number. If the course has a prerequisite, or indicates that instructor permission is necessary, you will need a special permission number. You get these by emailing the MCM Director. If permission is given, you’ll then get the actual number from the Graduate Student Counselor, Allison Machiaverna (a.machiaverna@rutgers.edu).

- To get into the course registration website (<https://sims.rutgers.edu/webreg/>) you will need your Net ID email and password, not to be confused with your nine-digit Rutgers ID number.
- Once you are into the registration website, select the term you wish to register for and click “Continue.” On the next screen, there will be a number of boxes where you can type in the index numbers of the courses you want to take.
- Type in the index numbers and press “Submit” once you are finished. Your registration may take a few minutes for the system to process.

Academic Performance and Poor Performance

Progress Towards Degree

Candidates for the MCM degree are expected to make steady progress toward the degree. **It is expected that a student will achieve the degree within 4 years from the semester in which he/she enters.** If the student has not achieved the degree within that 4-year period and wishes to continue in the program, they will need to file a request for an extension that must be reviewed and approved by the Director. That extension, if granted, will specify the additional time the student will be granted to complete the degree.

Leave of Absence from Program

Students who must interrupt their studies may, with the approval of the program Director,

register for Matriculation Continued (leave of absence). A student fee is charged in processing the registration. Students who do not register for Matriculation Continued will be charged a reactivation fee upon their return to the program. Matriculation Continued is available only to students not enrolled in any coursework and not using faculty time or university facilities, except to complete previous coursework from classes with incomplete or temporary grades. MCM students may enroll in Matriculation Continued for a maximum of two consecutive semesters.

Scholastic Standing

Candidates for SC&I's master's degree programs are expected to earn grades of B or better in their coursework and maintain a 3.0 GPA. Within each program, no more than 6 credits bearing a grade of C or C+ may be used in meeting requirements for the master's degree.

A total of no more than 45 credits may be taken to meet degree requirements for the Master of Communication and Media (MCM) degree, including credits bearing the grade of Incomplete (IN) or Withdrawal (W). All grades will count in the cumulative GPA for a student, including repeated classes. Throughout a student's matriculation in the master's program, he or she may repeat only one failed course one time.

Poor Academic Performance

Each academic program has a Scholastic Standing Committee that includes the program director and at least one other faculty members, and the assistant dean for student services as an ex-officio member. This committee will review cases of students who have received grades below a B, which are defined as the following grades: C, C+, F, IN, TC, TC+, TF.

Warning. A student is warned in writing when he or she has received one grade below a B in any class, or at any time the Scholastic Standing Committee feel that the student's academic performance is such that he or she may be in difficulty unless the work improves.

Probation. The Scholastic Standing Committee will review for probation any student who has received two grades below a B. Students who earn two grades of F qualify for academic suspension or dismissal (see below). A student receives written notification of being placed on probation if the committee determines that probation is appropriate. When placing a student on probation, the Scholastic Standing Committee may impose conditions on the student in order to continue in the program, such as limiting the number of credits to be attempted in the following semester or requiring completion of previous incompletes before additional credits may be attempted. Being on probation means that the student is continuing in the program with the understanding that he or she must improve the level of

work and meet the conditions of probation set by the Scholastic Standing Committee. A student who is within two semesters of the time limit for the master of information (M.I.) degree who, based on outstanding credits, has no possibility of completing the degree on time should consider themselves in academic jeopardy and must make an appointment with the program director in order to register for the penultimate semester, regardless of whether that student is notified in writing about their academic jeopardy.

Dismissal. The Scholastic Standing Committee will review for dismissal any student who has received three or more grades below a B or two or more grades of F in any one semester or throughout their academic program. A student receives written notification of academic dismissal if the committee determines that dismissal is appropriate. Students who are dismissed from the program will not be permitted to take courses for credit unless they formally are readmitted to SC&I. The minimum dismissal time before readmission is one full semester, not including the summer.

Suspension. The Scholastic Standing Committee will review for academic suspension any student who has met conditions for dismissal as a result of receiving unsatisfactory temporary grades (TC, TF, TZ, IN, etc.). Students placed on academic suspension are not eligible to continue with courses until the outstanding course work or requirements are completed and the unsatisfactory grade is officially changed to a satisfactory grade within the university system. The suspended student will then be appropriately reinstated into the next eligible academic semester.

Scholastic Standing Committees will notify students of their academic standing status (i.e., warning, probation, suspension, or dismissal) in the weeks following a fall, spring, and summer semester before the following semester begins. Due to the scheduling of Winter Session, grades from that semester maybe considered with spring grades.

Appeal. Students who wish to appeal a decision of probation or dismissal by the Scholastic Standing Committee should follow the appeal procedure carefully.

1. Applicants must appeal in writing to the program director within 30 days of the decision date. The appeal request should explain why the student believes the original decision should be overturned, including any additional information the student believes was not considered by the Scholastic Standing Committee when they made their original decision.
2. The program director will acknowledge receipt of the appeal request within five work days.
3. Upon receipt of the written appeal, the program director will review the student's file to ensure that the scholastic standing review was handled

according to established policies and procedures. After this procedural review, the file will be returned to the members of the Scholastic Standing Committee that made the original decision, with the request that the decision be reconsidered.

4. The Scholastic Standing Committee will reconsider the case using any additional information submitted in the appeal. The committee may either render a new decision or confirm the original decision. The student will be notified in writing within 30 days of the submission of the appeal.

5. Should the student be dissatisfied with the disposition of the first appeal, a subsequent appeal may be made in writing directly to the dean of the school within 30 days of the receipt of the Scholastic Standing Committee's decision. The dean will review the file and consult as necessary with the Scholastic Standing Committee. The dean's decision is made in writing to the student, with copies of the decision to the Scholastic Standing Committee and to the Office of Student Services. The dean's decision is final.

Readmission. Students who have been dismissed for academic reasons cannot be considered for readmission until they can provide evidence that they can successfully complete the program. Such students must reapply to the program. The faculty may stipulate one or more of the following:

1. A minimum period of time following the dismissal (at least one semester not including Summer Session) before an application for readmission will be considered. If reapplication will be within one year of the dismissal, the student need not provide new transcripts or recommendation letters as part of that process.
2. Any other evidence (e.g., medical report) or requirement that might be deemed appropriate for a particular student.

Reference - http://catalogs.rutgers.edu/generated/sci_current/pg37.html

Students usually are not readmitted after a second dismissal action.

MCM Policy on Academic Integrity

For the complete version of the Rutgers Policy on Academic Integrity, go to: <http://academicintegrity.rutgers.edu/>.

Rutgers University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community that will not be tolerated. All

academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording from others must be properly acknowledged. Similarly, work that was conducted for one class should not be used in another class. Students should be very careful to cite their sources properly when downloading materials, images, and text from the Internet.

It is the policy of the MCM program to pursue plagiarism vigorously, to fail students who plagiarize, and to report cases of plagiarism to the university administration. Students are responsible for knowing what the standards are and for adhering to them.

Violations of Academic Integrity

Any violation of academic integrity is a serious offense and is therefore subject to an appropriate sanction or penalty. Academic integrity violations at Rutgers University are classified into two levels called nonseparable and separable. Nonseparable violations are less severe violations for which the possible sanctions do not include suspension or expulsion from the university; separable violations are more severe violations for which the possible sanctions include suspension or expulsion. Whether a given violation is classified as nonseparable or separable depends on a number of factors including: the nature and importance of the academic exercise; the degree of premeditation or planning; the extent of dishonest or malicious intent; the academic experience of the student; and whether the violation is a first-time or repeat offense.

1. Nonseparable Violations

Nonseparable violations are less serious violations of academic integrity. They may occur because of inexperience or lack of understanding of the principles of academic integrity and are often characterized by a relatively low degree of premeditation or planning and the absence of malicious intent on the part of the student committing the violation. These violations are generally quite limited in extent, occur on a minor assignment or quiz, or constitute a small portion of a major assignment and/or represent a small percentage of the total coursework. Below are a few examples of violations that are most often considered nonseparable, at least when committed by an undergraduate student as a first-time offense. This list is not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the specific facts and circumstances of the violation.

- Improper citation without dishonest intent.
- Plagiarism on a minor assignment or a very limited portion of a major assignment.
- Unpremeditated cheating on a quiz or minor examination.
- Unauthorized collaboration with another student on a homework assignment.
- Citing a source that does not exist or that one hasn't read on a minor assignment.
- Making up a small number of data points on a laboratory exercise.

- Signing in for another student via attendance sheet or clicker in a course in which attendance counts toward the grade.

However, an alleged second nonseparable violation shall be treated as an alleged separable violation. Moreover, some violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student [In this policy, the term graduate student refers to postbaccalaureate students pursuing advanced degrees of any type or enrolled in a graduate course or courses. The term also includes students in the advanced stages of a professional program that leads to a master's or doctoral degree without conferral of a baccalaureate degree.].

Sanctions for nonseparable violations include, but are not limited to, one or more of the following, and do not include suspension or expulsion:

- Required participation in a noncredit workshop or seminar on ethics or academic integrity.
- An assigned paper or research project related to ethics or academic integrity.
- A make-up assignment that may be more difficult than the original assignment.
- No credit for the original assignment.
- A failing grade on the assignment.
- A failing grade for the course.
- Disciplinary warning or probation.

2. Separable Violations

Separable violations are very serious violations of academic integrity that affect a more significant portion of the coursework compared to nonseparable violations. Separable violations are often characterized by substantial premeditation or planning and clearly dishonest or malicious intent on the part of the student committing the violation. Below are some examples of violations that are most often considered separable. Again, the list is certainly not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the exact facts and circumstances of the violation.

- A second nonseparable violation.
- Substantial plagiarism on a major assignment.
- Copying or using unauthorized materials, devices, or collaboration on a major exam.
- Having a substitute take an examination.
- Making up or falsifying evidence or data or other source materials for a major assignment, including falsification by selectively omitting or altering data that do not support one's claims or conclusions.
- Facilitating dishonesty by another student on a major exam or assignment.
- Intentionally destroying or obstructing another student's work.
- Knowingly violating research or professional ethics.
- Any violation involving potentially criminal activity.

Sanctions for separable violations include, but are not limited to, one or more of the following, and may, but need not, involve suspension or expulsion:

- A grade of XF (disciplinary F) for the course.
- Disciplinary probation.
- Dismissal from a departmental or school honors program.
- Denial of access to internships or research programs.
- Loss of appointment to academically based positions.
- Loss of departmental/graduate program endorsements for internal and external fellowship support and employment opportunities.
- Removal of fellowship or assistantship support.
- Suspension for one or more semesters.
- Dismissal from a graduate or professional program.
- Permanent expulsion from the university with a permanent notation of disciplinary expulsion on the student's transcript.

The recommendations for sanctions at each level are not binding, but are intended as guidelines for the university community. For both nonseparable and separable violations, the severity of the sanction imposed should be proportional to the severity of the violation committed.

Sanctions for a given violation may be imposed differently on those with more or with less experience as students. Thus violations of academic integrity by graduate students [In this policy, the term graduate student refers to postbaccalaureate students pursuing advanced degrees of any type or enrolled in a graduate course or courses. The term also includes students in the advanced stages of a professional program that leads to a master's or doctoral degree without conferral of a baccalaureate degree.] will normally be penalized more severely than the same violations by inexperienced undergraduate students. In particular, violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student.

Some professional schools or programs may have codes of professional conduct with customary sanctions for violations thereof that may be more severe than those recommended under this policy. These schools or programs have the responsibility to educate their students about their profession's code of professional conduct. Students are responsible for understanding the requirements of the code of professional conduct for the particular professional program in which they are enrolled and the penalties for violating that code.

Reference - http://catalogs.rutgers.edu/generated/sci_current/pg42.html

About Computing Services, Email and Facilities

Getting help and resources

SC&I IT Help Desk

Room 120 (first floor of the main building)

848-932-5555

help@comminfo.rutgers.edu

The University Office of Information Technology (OIT)

Student Tech Guides which can be found at:

<https://it.rutgers.edu/technology-guide/students/>

Rutgers New Brunswick Computing Services:

<https://it.rutgers.edu/new-brunswick/>

When you are not on campus but have online access, you can utilize our Citrix servers to access software housed on our servers that you may not have at home. This includes Dreamweaver, Abby Fine Reader and many others. You are eligible to receive an account on Citrix. Contact the SC&I IT helpdesk for more information or visit

<https://its.comminfo.rutgers.edu/knowledge-base/how-to-use-citrix-apps/>.

Establish your student Net ID and email account

A Net ID is required for accessing all online services at Rutgers. You can establish your Net ID and your student email account once you are registered for your first semester of classes by going to <https://netid.rutgers.edu/activateNetId.htm> and following the directions.

Remember that the username you select will be your username for your Rutgers email address, which will be [username]@scarletmail.rutgers.edu. (For example, if you select your username as *susan567*, then your Rutgers email address will be "susan567@scarletmail.rutgers.edu").

You can access your Rutgers email either through <https://my.rutgers.edu> (more on this under Personalized Service, below) or <http://mail.scarletmail.rutgers.edu/>.

YOU SHOULD BE CERTAIN TO CLOSELY MONITOR YOUR OFFICIAL RU EMAIL ACCOUNT. ALL OFFICIAL RUTGERS, SC&I, AND MCM EMAILS SENT TO THAT ADDRESS ARE IMPORTANT. YOU NEED TO MAKE SURE YOU ARE MONITORING THAT ACCOUNT.

Desktop support

The university offers many free downloads and other useful information at

<https://software.rutgers.edu/info/login/>. You can download anti-virus protection and purchase many software packages at significantly reduced prices, including Microsoft Office, Adobe Acrobat and many others.

Wireless service

Throughout all four SC&I buildings and in most Rutgers buildings you can access wireless Internet. When you open a web browser, you will get a screen that requires you to log in with your Net ID and password.

Computer labs and printing service at SC&I

Room 119 (Used heavily for classes but open for use at other times)

Room 335 (Doctoral Student Computer Lab)

This room is available for the exclusive use of doctoral students. It has several desktop computers and printers. Doctoral students may also use the scanner to scan to PDF.

Software on SC&I computers includes MS Office Applications (Word, PowerPoint, Excel, Access), web browsers (Internet Explorer, Firefox), Macromedia Studio 8 (Dreamweaver, Flash, etc.), SPSS, and many other applications.

Technology-enhanced classes

Canvas (used for most fully online courses)

<https://canvas.rutgers.edu/>

Personalized service

My Rutgers (tabbed by category – may be set up to your preferences)

<https://my.rutgers.edu/>

Other Notes from IT:

GENERAL UNIVERSITY COLLABORATIVE WORK SPACE – THE ALCOVE

The Alcove is designed to be a comfortable, computer-enhanced group learning space for students, staff, and faculty. With lounge chairs, couches, and plants, this lab is designed to be roomy and comfortable.

The Alcove features:

- 7 iMac computers, fully equipped with over 30 software programs

- A conference room, couches, lounge chairs, and round tables with plenty of workspace
- Projection capabilities from in-house computers or from your laptop
- 46" Flat Screen TVs for presentations
- RU-tv
- Plenty of plugs and RU-Wireless connectivity for your laptop
- Ability to print from available computers or from personal laptops using the RUWireless network and print drivers
- Lab consultants available during hours of operation

(This information is copied from <https://it.rutgers.edu/new-brunswick/new-brunswick-computer-labs/the-alcove/>.)

WEB SURVEYS - QUALTRICS

Rutgers IT hosts a survey tool - <https://it.rutgers.edu/qualtrics/> - which can be used to create web surveys and analyze the data collected.

To obtain a Qualtrics account at Rutgers: Visit rutgers.qualtrics.com; Log in with your NetID and password; Create your account; Select "Help" in the upper right menu for help getting started with Qualtrics

UNIVERSITY SOFTWARE PORTAL

The University Software Portal provides central access to free, site-licensed, and individually licensed software available to Rutgers University faculty, staff, and students. Through this site, you can purchase and download software for personal or departmental use. For assistance with the University Software portal website, please contact software@rutgers.edu.

Communication Associations

The New Jersey Communication Association

<http://njca.rutgers.edu/>

The National Communication Association

<http://www.natcom.org/>

The International Communication Association

<http://www.icahdq.org>

Women in Communication

<http://www.womcom.org/>

International Association of Business Communicators

<http://www.iabc.com/>

MCM Frequently Asked Questions

Getting ready for the new semester

Q: Where do I get basic information about Rutgers?

A: Two guides for accessing information about the university and its services include <https://www.rutgers.edu/> and <http://my.rutgers.edu>.

Q: When does the semester begin and end?

A: The academic calendar can be found at: <https://scheduling.rutgers.edu/scheduling/academic-calendar>.

Q: Where do I go to buy my textbooks?

A: The Barnes & Noble Bookstore at the end of College Ave in New Brunswick or [Rutgers' Online Bookstore](#) and navigate through the process by following the instructions. Enter the term, department, course number, and section when prompted to do so. The course number consists of a school, department, course, and section code that are each separated by a semicolon (ex. "aa:bbb:ccc:dd").

Q: How do I go about getting a Rutgers Net ID, and what is it used for? What is the difference between a Net ID and a RU ID#?

A: You can get a Rutgers Net ID online and it will grant you access to many services within the Rutgers University online system, including email and library services. An RUID# is the nine-digit number that is assigned to you instead of a social security number and identifies you in sensitive parts of the system.

Q: Where do I go to get my parking credentials?

A: Once you have a Net ID, you can order your parking credentials online: <https://ipo.rutgers.edu/dots/permits/students> and they will be mailed directly to you. Apply for this ASAP—they do disappear and the lines get long when it is nearer to the start of the semester.

Registering Classes, Program Requirements

Q: When can I register for next semester's classes?

A: The spring schedule is open for registration in November, the summer schedule is ready in February, and the fall schedule is available in April.

Q: What is the difference between 16:194 and 17:194 when registering classes?

A: The prefix “17” indicates that the course is a MCM course. Sixteen “16” is a Ph.D. level class. Even if you are registering for a class that is cross-listed on the Ph.D. level, you must register for it under the “17” index number.

Q: Why would I need a special permission number and how do I get one if I need it?

A: You will need a special permission number if the course has a prerequisite, or if the permission of the instructor is required. If you need a special permission number, contact the MCM program Director.

Q: Is it possible for classes to be held in other buildings besides SC&I?

A: Yes, it is. Generally, most classes are held in the SC&I buildings, but some are held in other parts of campus due to room availability and space requirements.

Q: May I take any classes outside of the MCM curriculum that will count toward my degree?

A: You may take up to six credits of graduate coursework outside the program. The coursework must be complementary to your career goals, be a graduate level course, and you must get permission from the Director before registering for the course. Any course taken without permission may not be counted toward your degree.

Q: Is it wise to take electives before core courses?

A: In the core courses, you will learn the underpinnings of the disciplines. You are also introduced to the basics of writing at the graduate level. So, it is ideal to take the core courses first. It is possible, though, to succeed by saving some cores for later while you work on interesting elective courses. Core courses are typically offered once per year, either in the fall or spring. Elective courses may not be offered more than once every two years or less often, so if you see an interesting elective, you should take it when it is offered.

Q: Is there a time limit for how long I can take to complete the MCM program?

A: You are expected to finish the program within four years. If you need additional time, you will need to request that time in writing from the Director. Most students take a minimum of two classes (6 credits) per semester.

Q: Is it possible for a core course to be waived due to a previous course in another graduate program?

A: Yes, the Director can waive a core course if you have taken something very similar in another graduate program. Written permission must be kept in your file that the

coursework was waived. You still need to take 36 credits in order to graduate.

Schedules and Office/Campus Closings

Q: What is a Change in Designation Day?

A: The university will sometimes change class schedule days due to holidays. You can learn what the schedule will be during holiday weeks on the Rutgers Schedule page: <https://scheduling.rutgers.edu/scheduling/academic-calendar>.

Q: If classes are canceled due to inclement weather, how will I find out? How do I find information about weather related closings?

A: Go to the Campus Status information website at <https://www.rutgers.edu/status>. You will also hear announcements regarding Rutgers University on radio stations. It is extremely rare for Rutgers to completely close for weather, but delays and closings can happen.

Q: What time does the MCM office open and close, and where is it located?

A: The Office of Graduate Student Services is set up exclusively to serve all SC&I graduate students, including MCM students. The office is located on the second floor in room 214 – almost directly opposite the SC&I lounge. Office hours are 8:30-4:30, and most of the administrative assistants go to lunch from 12:00-1:00. Dr. Dool is in Room 206 and is generally on campus Monday - Thursday each week. You can reach him at 908-627-2600. You can also contact the Program Coordinator, Margo Weber, at 848-932-7121 or margo.weber@Rutgers.edu.

Q: Is the Student Services Office open between Christmas and New Years?

A: No, it is not.

Grades and Graduation

Q: How do I find out my grades?

A: The student services office is not able to provide you with your grades verbally, by email, or by mail. The only way to check your grades is to go to your MyRutgers portal. Go to <https://my.rutgers.edu/portal/> just as if you were going to check your email. Log into the site and click on the “Academics” tab. Your current classes will be listed in the upper left-hand corner. If grades have been entered into the system, they will appear next to the class. You can also print out an unofficial copy of your transcript from this screen. If the digital transmission of your grades is not fast enough for you, make prior arrangements with your instructor. Provide him/her with a self-addressed, stamped envelope, and your instructor can jot your grade onto an index card and mail it directly to you.

Q: What do I need to do in order to graduate?

A: When you begin the semester in which you will graduate, you must apply for your diploma. You must also reply to the MCM listserv email from the Student Services Office asking for graduating students to complete their paperwork. Please respond to Student Services to ensure timely completion of your application to graduate.

Q: When will I get my diploma?

A: Your diploma will be mailed to you from the graduate registrar.

Q: What happens if I don't get my diploma application in on time?

A: You can still attend convocation, but there may be a delay in receiving your diploma.

Q: What is the difference between SC&I Convocation and University Commencement?

A: SC&I Convocation is a more intimate ceremony held at the Rutgers Athletic Center on the Livingston Campus. This ceremony is limited to students graduating with SC&I majors. University Commencement is for all students graduating throughout the university that term.

Miscellaneous

Q: What types of funding or scholarships are available to MCM Students?

A: Full funding, including tuition and stipend are available through the competitive fellowships with Johnson & Johnson. There are also some smaller scholarships you can apply for based on both merit and financial need; application for these scholarships occurs during the spring.

Q: Is there a communication association I can join as a student?

A: Yes, there are several. The New Jersey Communication Association is a good one to join on the local level. **There are many conferences and associations attended by our faculty in each of the departments. The best way to learn about them is to ask faculty who share your interests which ones they recommend.**

Q: Is there funding for students to attend conferences?

A: Yes, there is some funding available. If you find a conference you wish to attend, you should inquire with the program Director if there is support available at that time.

The MCM Course Map and MCM Student Graduation Self-Checklist follows.



MCM Core & Specialization Requirements *Beginning Fall 2019 for all New MCM Students*

MCM Program Core Courses

These five courses fulfill the **MCM Program Core** requirements. All MCM students will take these courses regardless of their specialization. **(12 Credits)**

- 508: ePortfolio*
- 5XX: Communication Ethics (548) or Digital Media Ethics (594)*
- 513: MCM Graduate Experience (0 Credit Course)
- 5XX: Communication Research (514) or Digital Media Research (556)*
- 519: Capstone *

**Those specializing in Digital Media would take Digital Media Ethics and Media Research. All others would take Communication Ethics and Communication Research. The Program also differentiates the Capstone course to allow students to work on papers or projects related to their specialization. Those students specializing in Communications and Media Research are not required to enroll in ePortfolio (508).*

Course sequencing: Students must enroll in 513 in their first MCM semester. Students should enroll in 508 in their first MCM year. Students should enroll in the Research class in the second semester of the first MCM year. Students should enroll in the Capstone (519) in the last semester in the program before their expected graduation date.

MCM Specializations

The MCM program offers students the opportunity to focus their studies in areas of professional or research interests. There are seven (7) areas of specialization. Each specialization has two or three core courses and recommended electives.

Strategic Organizational & Leadership Communication

The Strategic Organizational Communication & Leadership specialization emphasizes theory-informed, research-based study of organizational process, structure, and interaction, as well as use of new communication technologies in organizational and societal contexts. Courses examine organizations in a variety of contexts including businesses, nonprofits, civil society, and government. This specialization may be especially appealing for those who have goals for careers in organizational leadership, corporate communication, advocacy, administration and/or management, training and development, consulting, change management, stakeholder relationship management, and social media management.

We explore the competencies needed to be an effective communicator in all three main modalities: one to one, one to many and various 'e' forms of communication. This specialization may be especially appealing for those who have goals for careers in organizational leadership, want to improve their personal leadership communication skills or add to their professional leadership/management credentials.

Specialization Core Requirements (6 credits)

- 511: Organizational Communication
- 540: Organizational Leadership

Electives (18 Credits)

Recommended Courses

These courses are recommended for this specialization.

- 512: Mediated Communication
- 518: Persuasion and Advocacy
- 525: Internships
- 541: Organizational Decision Making

559: Organizational Change & Communication

Other potential electives

525 Internships

532 Dynamics of Global Organizations

534 Organizational Communication Networks

542 Interorganizational Relationships and Stakeholder Communication

544 Organizational Cultures and Diversity

549 Organizational Assessment

559 Organizational Change and Communication

566 Small Group Communication

572 Non-Profit Organizations

580 Crisis Communication

5XX Multiculturalism and Leadership: Communication Perspectives

5XX Leadership Communication

5XX Leaderocity: Leading at the Speed of Now

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester).

Any combination of courses can count toward electives. Students need not stay within a track for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

Can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)

Communication and Media Studies

Communication and Media Studies is a general specialization in which students create a self-designed course of study that draws across any Master of Communication and Media (MCM) specialization as well as courses in other areas of the School of Communication and Information (SC&I).

Courses in organizational communication, mediated communication, health communication, social interaction, knowledge management, and media studies are offered throughout the

year. Many of these courses are cross-listed with the school's Ph.D. program or Master of Information program.

Specialization Core Requirements

None – The student can choose their courses to tailor their MCM degree.

Electives (24 Credits)

Recommended Courses

These courses are recommended for this specialization.

510: Communication and Society
 511: Organizational Communication
 517: Media Studies
 525: Internships

Students in this Specialization can select electives from all listed MCM Courses. The intent is for students to tailor their MCM journey to their interests. You can blend courses from all the specializations.

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester)

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning:**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)

Communication and Media Research
For students intending to continue to PhD studies or

who desire a more research oriented focus

The Communication and Media Research specialization is intended for students who wish to take a more research-oriented course of study. It is also designed for those students who may wish to pursue a Ph.D. program after completing the MCM degree. These students have somewhat different requirements (9 credits of core; 3 credits of research practicum; 3 credits of teaching internship; 21 credits of electives and also a zero-credit Colloquium requirement). In addition to coursework, these students will be involved in empirical research with a faculty member; assist in teaching a course, and focus their study and capstone project with a research orientation.

Specialization Core Requirements (6 credits):

- **One** of these three courses:
 - 510: Communication and Society
 - 509: Digital Media Innovation
 - 560: Health Communication
- 535: Research Practicum or Independent Study (530) (3 credits)
- Colloquium (0 Credit) – one per semester

Electives (18 credits)

Recommended Courses:

These courses are recommended for this specialization.

525: Internships
 530: Independent Study
 543: Organizational Communication Research

Communication and Media Research students can take any MCM course related to their research interests.

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester)

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)

Health Communication Specialization

The Health Communication specialization is intended for students who wish to specialize in various contexts related to community wellness and health interaction such as public health communication; facilitated provider-patient communication; health campaigns and advocacy; and community health and wellness.

Specialization Core Requirements (6 credits)

- 560: Health Communication
- 561: Patient Provider Communication

Electives (18 Credits)

Recommended Courses:

These courses are recommended for this specialization.

518: Persuasion and Advocacy

525: Internships

Special Topics Courses (as offered by semester):

580 Crisis Communication

566 Small Group Communication

572 Non-Profit Organizations

5XX Mental Health

5XX Communities and Health

5XX Communicating Emotion

5XX Health Risk Communication

5XX Leadership and Healthcare Teams

5XX Health Literacy

5XX Interpersonal Health Communication

Cross listed PhD/MHCI Courses (as offered by semester)

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)

Digital Media

The Digital Media specialization is intended for journalists and other media or communication specialists who wish to retool and gain understanding of 21st century media. This includes study of grassroots reporting and advocacy. The specialization will ensure students are conversant in digital video capture, editing, and production as well as social media management. This specialization is completely online, although face-to-face or online electives in other specializations are available to these students.

Specialization Core Requirements (6 credits)

- 509: Digital Media Innovation
- 517: Media Studies: Theory and Practice

Electives (18 Credits)

Recommended Courses

These courses are recommended for this specialization.

507 Digital Media Production
 512 Mediated Communication
 525 Internships
 540 Organizational Leadership
 546 Social Media
 565 Media, Science & Society
 590 Digital Journalism
 591 Critiquing Marketing Communication
 592 Digital Advocacy and Persuasion
 593 Globalization, Media and Social Change
 598 Digital Media Law and Policy
 599 Media & Pop Culture

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester):

580 Crisis Communication
 566 Small Group Communication
 596 Creative Engagement

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 27 credits of actual coursework (not independent/practicum work)

Public Relations

The Public Relations specialization is designed for those public relations professionals to enhance their professional credentials or those who wish to enter this fast-growing and dynamic profession. We explore the competencies needed to be an effective public relations practitioner in this dynamic, complex and social-driven environment. We offer you both the emerging theories of the practice of public relations as well as the skills you need to have to compete successfully in this profession. Many of our courses are taught by highly experienced senior public relations practitioners.

Specialization Core Requirements (9 credits)

545: Public Relations Management
 572: Public Relations Strategy
 576: Public Relations Effectiveness: The Use of Analytics

Electives (15 Credits)

Recommended Courses

These courses are recommended for this specialization.

518 Persuasion and Advocacy

525 Internships
 542 Interorganizational Relationships and Stakeholder Communication
 546 Social Media
 558 International PR
 566 Small Group Communication
 571 PR History and the Modern World
 572 Non-Profit Organizations
 573 Reputation Management
 580 Crisis Communication

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester):

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)

Corporate Purpose and Social Impact ***“Corporate Social Responsibility”***

Our new Corporate and Social Impact specialization looks at the concepts of sustainability, organizational purpose and corporate social responsibility (CSR) that are becoming more and more crucial to understanding the role of business in society. This specialization aims at defining CSR and how organizations create social impact.

The program will look at new managerial solutions and new performance evaluation and reporting methodologies capable of integrating and improving traditional economic measures. It is designed to build a new vision of social impact based on a stakeholder framework.

Whether Corporate Social Responsibility is understood as organizations taking responsibility or society holding organizations accountable, the underlying issues are about the

environmental, social, and governance opportunities and risks that have emerged in today's globalized, networked world.

Specialization Core Requirements

- 510: Communication and Society
- 577: Creating Social Impact: *A Stakeholder Framework Approach*

Electives (18 Credits)

Recommended Courses

These courses are recommended for this specialization.

516 Service, Advocacy and Impact
 518 Persuasion and Advocacy
 525 Internships
 572 Non-Profit Organizations
 542 Interorganizational Relationships and Stakeholder Communication
 544 Organizational Cultures and Diversity
 546 Social Media
 552 Strategy and Innovation in Creating Social Impact
 579 Social Impact Communication
 581 Reputation Management
 591 Critiquing Marketing Communication
 592 Digital Advocacy and Persuasion
 593 Globalization, Media and Social Change

Cross listed PhD/MCM Courses (as offered by semester)

Special Topics Courses (as offered by semester)

Any combination of courses can count toward electives. Students need not stay within a specialization for fulfillment of electives. Students may apply up to six credits from outside of SC&I (including those transferred in and approved by the Director from other Universities).

Electives can include up to 6 credits of **Experiential Learning**

These can be fulfilled with a combination of internship, fellowships, research practicum, and teaching internships.

NOTES: Students must have at least 30 credits of actual coursework (not independent/practicum work)



MCM Core & Specialization Requirements

Beginning Fall 2019 for all New MCM Students

MCM Degree Completion

Student Self-Checklist

Each MCM Student is expected to be aware of the MCM requirements and responsible for tracking their progress to Graduation.

MCM Students can use this Checklist to track their progress.

MCM Program Core requirements (12 Credits)

All MCM students enrolled since Fall 2019 are required to complete these 5 courses.

508: ePortfolio

5XX: Communication Ethics (548) or Digital Media Ethics (594)

513: MCM Graduate Experience (0 Credit Course)

- 5XX: Communication Research (514) or Digital Media Research (556)
 519: Capstone

MCM Specializations

Each of the MCM areas of specialization has two or three required core courses:

Strategic Organizational & Leadership Communication

Specialization Core Requirements (6 credits)

- 511: Organizational Communication
- 540: Organizational Leadership

Communication and Media Studies

Specialization Core Requirements

None – You can choose which courses to take to tailor your MCM degree.
24 Credits of Electives

Communication and Media Research

For students intending to continue to PhD studies or who desire a more research oriented focus

Specialization Core Requirements (6 credits):

- One** of these three courses:
 - 510: Organization Communication
 - 509: Digital Media Innovation
 - 560: Health Communication
- 535: Research Practicum or Independent Study (530)
- Colloquium (0 Credit) – one per semester

Health Communication Specialization

Specialization Core Requirements (6 credits)

- 560: Health Communication
- 561: Patient Provider Communication

Digital Media

Specialization Core Requirements (6 credits)

- 509: Digital Media Innovation
- 517: Media Studies: Theory and Practice

Public Relations

Specialization Core Requirements (9 credits)

- 545: Public Relations Management
- 572: Public Relations Strategy
- 576: Public Relations Effectiveness: The Use of Analytics

Corporate Purpose and Social Impact “Corporate Social Responsibility”

Specialization Core Requirements (6 Credits)

- 510: Communication and Society
- 577: Creating Social Impact: *A Stakeholder Framework Approach*

Total Credits Completed = 36

Cumulative MCM GPA = 3.0 or higher

If the MCM student has completed these requirements, they must apply for Graduation with this link (Diploma Application):

<https://grad.admissions.rutgers.edu/Diploma/Login.aspx?ReturnUrl=%2fDiploma>