



PEPPERDINE UNIVERSITY

Communication Division
Graduate Program
24255 Pacific Coast Highway
Malibu, CA 90263



MASTER OF ARTS IN MEDIA PRODUCTION
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Our new M.A. in Media Production is for students fascinated by storytelling across multiple platforms, from cinema to television to the web. Inspired by some of the entertainment industry's best professionals, students delve into storytelling techniques across the ages, and learn cutting edge techniques for inspiring and transforming audiences for films, TV programs, Public Relations and Advertising campaigns, music videos, live concerts and much more.

PROGRAM REQUIREMENTS:

MINIMUM OF 32 UNITS

SIX CORE COURSES & AN ADDITIONAL ONE TO THREE COURSES (3 - 12 UNITS)

SUCCESSFUL COMPLETION OF A ONE TO SIX UNIT GRADUATE PROJECT

MINIMUM TWO UNIT INDUSTRY INTERNSHIP

ATTENDANCE OF MINIMUM TWO SEMESTERS OF A GRADUATE SEMINAR COURSE

ADMISSION REQUIREMENTS:

A bachelor's degree with an overall and major GPA of 3.00 is required. The degree usually should be in communication areas such as advertising, public relations, media production, film or new media production, or journalism. Students who do not have a bachelor's degree in a media-related discipline may be required to complete up to 20 hours of undergraduate course work. Requirements may vary, depending on previous academic and professional work. Exceptional professional credentials or academic promises will be heavily considered.

COURSES:

MPRD 600	Stories that Matter	(4)
MPRD 602	Visual Design	(4)
MPRD 610	Media Production: Tools and Techniques	(4)
MPRD 612	Media Post-Production	(4)
COM 630	Qualitative Com. Research Methods	(4)
COM 640	Communication Ethics and Values	(4)
COM 692	Seminar in Communication Studies	(4)
COM 695	Graduate Internship and Fieldwork	(2-4)
COM 698	Graduate Project	(1-6)

Electives:

ADV 575	Advertising Campaign Management (pre-requisites required)
ADV 561	Advertising Account Planning and Research (pre-requisites required)
COM 506	Media Worldwide
COM 507	Public Opinion, Propaganda, and Attitude Change
COM 512	Media Impact and U.S. Minorities
COM 519	Communication and Conflict
COM 570	Media Law
COM 590	Seminar in Communication
JOUR 590	Topics in Journalism
MSCO 560	Philosophy and Effects of Mass Communication
MPRD 550	Entertainment Industry Strategies
PR 555	Advanced Case Studies in Public Relations (pre-requisites required)
PR 505	Public Relations Management (pre-requisites required)

APPLICATION DEADLINE: February 1, 2012 (APPLY FOR FINANCIAL ASSISTANCE)
March 31, 2012 (FALL TERM)