Graduate Program Learning Outcomes

The overall goal of the SJSU Journalism School graduate program is to prepare students to lead media teams into the brave new future.

**Graduates of our Master’s Program - (Plan A) Thesis Track.** Students should be able to:

1. understand and apply the theories, values, and laws that drive and define the diversity of mass communications in the globally oriented 21st century;

2. conduct research and evaluate information by methods appropriate to the communications professions in which they work;

3. demonstrate the ability to bring value to communications companies and/or the academy through the production of a rigorous thesis that advances current knowledge.

**Graduates of our Master’s Program - (Plan B) Project Track.** Students should be able to:

1. understand and apply the theories, values, and laws that drive and define the diversity of mass communications in the globally oriented 21st century;

2. demonstrate a basic familiarity with current platforms and tools used by media professionals;

3. demonstrate mastery of one tool set;

4. demonstrate the ability to take the lead in the production of a media product meeting professional standards in one of these fields: Advertising, Journalism, or Public Relations.