



UNC
SCHOOL OF MEDIA
AND JOURNALISM

MASTER *of* ARTS *in* TECHNOLOGY & COMMUNICATION

An innovative master's degree in digital media delivered online by the acclaimed UNC School of Media and Journalism.



The UNC School of Media and Journalism offers an online master's degree that enables smart, driven communicators to address the challenges and opportunities posed by changing technologies. Apply by March 14, 2017 for fall 2017 admission.

The Master of Arts in Technology and Communication (MATC) is designed for working professionals who are searching for flexible yet challenging ways to retool for new media. At commencement, 88 percent of graduates reported a new job or increased salary that they directly attribute to the MATC.

The MATC provides a rigorous, unique curriculum of emerging digital media theories and applications across multiple disciplines. MATC students take online coursework part-time, completing the degree in two-and-a-half years. The program prepares current and aspiring managers for leadership positions in journalism, advertising, public relations, data visualization and multimedia.

matc.mj.unc.edu

What students are saying

"The ability to live here (in Manhattan) and do what I do (public relations) but also be able to get online and learn with so many other people has really been a tremendous experience."

-CEO/managing director of global health communications group

"What I have learned throughout the program has worked its way into different facets of my job, allowing me to speak with expertise and to try new initiatives. I hope to use this education to leverage new opportunities in my career field and explore new pathways."

-social media marketing manager for online publishing firm

"I have been able to use a lot of the ideas from class discussions and assignments at work. I started learning sessions at our weekly production meetings, where team members share articles or something learned recently, so we can keep a pulse on what is going on in the communication industry and higher education."

-assistant director of communications in university admissions

FAQ

Can students complete this degree while working?

Yes. Students pursue the degree on a part-time basis, taking two courses during each of the fall and spring semesters for two years and one course over the summer. After finishing coursework, students complete an applied final project.

Is travel to the UNC-Chapel Hill campus required?

Yes. Students come to campus at least twice, to participate in a two-day orientation and in a weeklong summer residency.

What is the cohort experience?

The MATC annually admits one cohort of no more than 20 students. Classes are small to create a seminar-like experience with an emphasis on interaction between faculty and students. Each cohort progresses through the prescribed curriculum together, enabling students to form a strong learning community.

How are courses taught online?

Courses use online lectures, textbooks, case studies, blogs, social media tools, online journal articles and more. Lively discussion boards simulate the give-and-take of the classroom. Courses are largely taught in an asynchronous format, meaning that students don't have to be online at a specific time. While the program format is flexible, courses are highly interactive and include strict deadlines and high standards for participation and performance.

How can I learn more about the MATC?

Please visit matc.mj.unc.edu, call the graduate studies office at (919) 843-9471 or email matc@unc.edu.



What is the total cost of the program?

Every year tuition is set by the University and N.C. General Assembly. Therefore, exact tuition figures are not available for future academic years. Tuition estimates are provided based on the rate for the current academic year. Tuition and fees are subject to change and generally increase each academic year. Other program costs include an orientation and summer residency fee as well as the costs related to books, software, computers, internet connectivity and travel to on-campus sessions. Tuition and fees estimates are located online at matc.mj.unc.edu/admissions/tuition.

How does the admissions process work?

The program seeks individuals holding a baccalaureate degree with a GPA of 3.0 or higher and a minimum of three years of experience in a communication-related field. Graduate Record Examination (GRE) scores are required. The application deadline is March 14 for fall 2017 admission. Applications are now available.

MATC Curriculum

| Semester | Course # | Course Title | Credits | Format |
|--------------|----------|---|-----------|-----------|
| Summer I | | Orientation | 0 | On-campus |
| Fall I | MEJO 711 | Writing for Digital Media | 3 | Online |
| Fall I | MEJO 716 | Research Methods and Applications | 3 | Online |
| Spring I | MEJO 717 | Information Visualization | 3 | Online |
| Spring I | MEJO 713 | Digital Data and Analytics | 3 | Online |
| Summer II | | Summer Residency | 0 | On-campus |
| Summer II | MEJO 715 | New Media and Society | 3 | Online |
| Fall II | MEJO 720 | Strategic Communication | 3 | Online |
| Fall II | MEJO 721 | Usability and Multimedia Design | 3 | Online |
| Spring II | MEJO 718 | Media Law for the Digital Age | 3 | Online |
| Spring II | MEJO 719 | Leadership in Digital Media Economics | 3 | Online |
| Fall III | MEJO 992 | Thesis Project (Non-Traditional Thesis) | 3 | Online |
| Total | | | 30 | |

Certificate in Technology and Communication

Not ready for the full master's degree? Take a look at the MJ-school's online graduate-level certificate program, comprising:

MEJO 711: Writing for Digital Media
MEJO 712: Visual Communication and Multimedia
MEJO 713: Digital Data and Analytics

The MATC builds on the success of the school's Certificate in Technology and Communication program, offered separately from the MATC. Certificate students may apply to the MATC program and, if admitted, may transfer credit for MEJO 711 and MEJO 713 into the degree program. The credit must have been earned within five years of MATC admission. The GRE is not required for certificate admission.

Learn more: mj.unc.edu/cert