Media
Advocacy
Master of Science

Northeastern University
College of Arts, Media and Design
Northeastern University
School of Law
Master of Science in Media Advocacy
Strategic Communication for Social Change

What are the most clear, crisp and forceful arguments that can move decisionmakers in your direction?

How can those arguments be best presented in writing, through graphs and charts, in video and on social media?

Which legal rules govern your efforts to push your ideas forward?

Imagine that through one intensive degree program you could master the core skills of persuading an array of audiences to support public policies that would benefit your cause or organization. Uniquely designed through a collaboration between the College of Arts, Media and Design and School of Law, Northeastern University offers a first-of-its-kind Master of Science in Media Advocacy—an interdisciplinary degree focused on the intersection of communication, digital media, law and policy.

The Media Advocacy program incorporates diverse disciplines including data analytics, information visualization, documentary filmmaking, persuasive rhetoric, and digital media—and the opportunity to specialize in specific areas such as civil rights, environmental policy, experience design and more.

With this interdisciplinary curriculum, graduates will be prepared to directly and indirectly advocate for organizations, ideas and initiatives in a multitude of fields, while also becoming media-empowered citizens in a global, media-driven society. Media Advocacy graduates will be uniquely ready to navigate the new world of strategic communication in which virtually every major organization is seeking professionals able to project the organization’s vision with research-driven strategic communication techniques.

The MS in Media Advocacy consists of 32 to 36 credit hours. The program can typically be completed in three or four semesters.

Learn more about our projects, partners, students and faculty at camd.northeastern.edu/mediaadvocacy.

Curriculum

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For full curriculum details and course descriptions visit: catalog.northeastern.edu/graduate

Interdisciplinary study at Northeastern University

At the College of Arts, Media and Design (CAMD) and School of Law, we leverage our unique combination of disciplines to provide a rigorous academic experience that is unlike anything else. Students can become part of dynamic research and innovation communities, including:

Center for Law, Innovation and Creativity (CLIC)
Combining the study of innovation and creativity with the School of Law’s social justice mission

Data Storytelling and Visualization Co-Laboratory
A new initiative dedicated to research and scholarship in information design, new media technology, and media innovation

NuLawLab
An interdisciplinary innovation laboratory working to imagine, design, test and implement pioneering approaches to legal empowerment

Apply

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