

MASTER OF ARTS IN PROMOTION & VIDEO CONTENT (M.A.)

Purpose

The Master of Arts in Promotion and Video Content, a 33-credit-hour program, provides students with strategic video creation and promotion expertise, such that it will provide them with a competitive edge in the employment market - both for-profit and non-profit - and add value to their careers.

Program Learning Outcomes

The student will be able to:

- Critically analyze and apply video promotion content theory and scholarship based on their knowledge of the literature of the discipline.
- Formulate and apply a working knowledge of the promotion and video content toolbox.
- Integrate promotional video content creation principles and practices with a Christian Worldview.

Program Specific Admission Procedures

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 2.50 GPA for undergraduate study. Applicants with a GPA of 2.00 (on a 4.00-point scale) may be considered for enrollment in the program on a Cautionary basis.

Transfer Credit

Students may transfer up to 15 credit hours of graduate-level courses in communication from an accredited institution subject to department approval. In order to transfer credit, students must have earned the minimum grade of B-; and courses must have been completed within 10 years of the start date of the program. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

Program of Study

Delivery Format: Online Only

- Promotion & Video Content (M.A)

Career Opportunities

- Marketing Director
- Social Media Manager
- Church Video Manager
- Customer Relations Manager
- Vice President of Customer Satisfaction
- Recruitment Coordinator
- Communication Director
- Employee Relations Manager