Immersive Media Communication (MS)

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In this fully online master's program in Immersive Media Communication, students will learn how to design and critically analyze strategies that use emerging technologies to influence key audiences. Along the way, students will work with highly skilled faculty and become part of a tight-knit cohort of professionals who are passionate about using immersive media as effective and ethical communication tools.

Our program prepares students for the communication trends of the future by teaching students how to create immersive and experiential marketing strategy, including user experience and design, the psychology of immersive media, and how to plan content creation, including the building process and production pipelines, for AR, VR, and XR platforms.

This 46-credit-hour program is designed to be completed in one year, but the pace can flex to meet students' needs. All students will receive a tech package (included in tuition) so they can complete coursework at home, or they can use our state-of-the-art immersive media gear in the Oregon Reality Lab based at SOJC Portland.

Admission Process

Please visit the program's website (https://journalism.uoregon.edu/academics/graduate-programs/immersive-media/).

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate an understanding of immersive media with a particular focus on immersive VR, AR, and XR experiences.
- Clearly define key attributes of augmented (AR), virtual (VR), and cross reality (XR) important to communication and its potential use.
- Consider appropriate and measurable communication outcomes for targeted publics using AR/VR/XR/VWs.
- Demonstrate creativity in approaching communications solutions using immersive technologies.
- Articulate ethical, best practices in AR/VR/XR and VWs.

Immersive Media Communication Major Requirements

Code	Title	Credits
Core Courses		
J 594	Strategic Communications Research	4
J 609	Terminal Project	6
or J 604	Internship: [Topic]	
J 611	Mass Communication and Society	4
J 629	Media and Communication Ethics: [Topic]	4
Immersive Media Courses		
J 617	Strategic Communication Theory and Research: [Topic]	4
J 664	Foundations in Immersive Media (Foundations in Immersive Media)	4
J 665	Immersive Media Psychology (Media Psychology)	4
J 667	(User Experience)	4
J 668	(Experiential Marketing)	4
J 669	Creating for Immersive Platforms (Creating for Immersive Platforms)	4
Elective Courses		**4**
J 624	Strategic Communication: [Topic]	
Total Credits		**46**