MA in Digital Journalism

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Program Overview

Digital journalism has opened new doors for journalists and broadened the global conversation. But to be competitive in today's modern news landscape, you must be equipped with the skills to develop original stories for traditional and digital media, based on the highest journalistic standards.

The Jandoli School's Master of Arts in Digital Journalism will prepare you to meet this need. This program goes beyond traditional journalism skills, such as writing, reporting, and editing — competencies that are still essential — and allows you to master the art of digital media and connect with audiences on a wide range of platforms by incorporating photography, video, design and audio.

The Digital Journalism master's program offers you an unparalleled education at an ACEJMC-accredited school, enriched by its long legacy of journalistic excellence that adheres to the highest standards in the industry, including in areas such as curriculum, diversity, inclusion and ethics.

Our program combines traditional journalism with technology, all shaped within a moral and ethical framework reflecting our Franciscan values. That is how our university has built a reputation of journalism excellence.

In particular, students will learn how to:

- Incorporate digital news into the broader scope of journalism
- Demonstrate foundational skills in photography, video, design, and audio
- Code with HTML, CSS, JavaScript, and other tools to master digital storytelling and produce compelling media elements
- Report stories and digital news in real-time via social media
- Build your personal brand as a journalist
- Analyze data to understand content consumption and user behavior
- Develop, research, and execute a major journalism project

Alumni Master Classes

St. Bonaventure has a rich journalism tradition (including six Pulitzer Prize winners), and our graduates take coveted roles in leading media companies across the country, including ESPN, USA Today, The New York Post, NBC News among many other organizations. Our alumni take on roles as editors, writers, reporters, columnists, producers, senior-level management, and roles as a digital journalist.

As part of the Digital Journalism master's program, you'll get the chance to learn from some of the top journalists in the field in masterclass sessions in many of your classes.

Online Format

The Digital Journalism master's program is designed with working professionals in mind. The program is 100 percent online, and coursework is flexible to fit your busy schedule. Online courses are taken in seven-week sessions, so you're able to complete your degree from anywhere in as little as 18 months.

Admission Requirements

To be admitted into the Master of Arts in Digital Journalism program, students must present:

1. Undergraduate transcripts showing completion of a bachelor's degree with a GPA of 2.5 or higher
2. Submission of a writing sample

Curriculum (30 credits)

JMC 501. Digital Journalism Today
JMC 502. Writing and editing
JMC 503. Digital Reporting
JMC 504. Digital Storytelling
JMC 560. Journalism Ethics
JMC 600. Visual Communication
JMC 602. Social Media Storytelling
JMC 603. Data Journalism
JMC 604. Coding & Interactive Storytelling
JMC 701-703. Digital Project