



Virginia State University – Department of Mass Communications

# MA in Media Management Curriculum Description

Revised May 21, 2014

Note: Our curriculum is being revised, and a new curriculum guide will be issued Fall 2014.

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The MA Media Management program is designed to provide media professionals with the skills necessary to become managers in the industry. While the curriculum was written for that purpose, it also recognizes the needs of recent Mass Communications graduates who may be outstanding candidates for the program.

This degree prepares media managers to lead diverse teams of professionals in pursuit of a common goal, to hone skills in their area of specialization, to apply analytical and critical thinking skills to practical workplace situations, to be knowledgeable about economic, legal, and ethical issues in the communication field, to meet the technological challenges of media convergence, and to balance First Amendment freedoms with the inherent responsibilities of mass media operating in a democratic society.

# Admission to the Program

Students seeking admission to the MA in Media Management must complete the following steps:

1. The on-line application for graduate studies  
<http://www.vsu.edu/admissions/apply/graduate-apply/index.php>
2. The Graduate Record Exam (GRE), and include the scores on your application. Passing scores for the MA in Media Management are:
  - Verbal 141 or higher
  - Quantitative 138 or higher
  - Total 278 or higher
3. Two samples of your writing – if possible, one sample of media-related writing (scripts, public relations releases, newspaper or magazine clips, etc), and one sample of academic-style writing (term paper, project, etc)

All of these materials should be submitted together with your application.

We start students three times a year – with the beginning of the term in August, January, or May.

# Degree Progress Checklist

	<u>Semester Taken</u>	<u>Grade</u>	<u>Hours</u>
<b>Master’s Core Courses – 12 hours – complete in first year</b>			
MCOM-501 – Media Management and Leadership	_____	_____	_____
MCOM-503 – Media Research Methods	_____	_____	_____
MCOM-505 – Media Convergence	_____	_____	_____
MCOM-506 – Media Law	_____	_____	_____
<b>Professional Development Courses – 21 hours</b>			
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
MCOM-_____	_____	_____	_____
<b>Master’s Capstone Course – 3 hours – take in <u>final</u> semester only</b>			
MCOM-541 – Thesis			
<i>or</i>			
MCOM-542 – Professional Project (with supporting academic paper)	_____	_____	_____
<b>GRE Refresher Course (if required – complete during first academic year)</b>			
MATH-499 _____	_____	_____	_____

# Graduate Record Exam

## Requirements

Verbal 141

Quantitative 137

(or a total of 278 or higher)

(effective Spring 2011)

Old scale: Verbal 300, Quantitative 300

Most university graduate programs have some sort of entrance exam. For programs in the Humanities, such as the Master’s degree in Media Management, the standardized test is the Graduate Record Exam (GRE).

Students seeking admission to the graduate program should make every effort to complete the GRE and include the scores on the Application for Admission.

Provisional admission is possible, but the GRE must be completed before mid-term of the first semester, or you will not be permitted to register for any further courses.

The GRE requirements for our program are **Verbal: 141** and **Quantitative: 137**. If one or both of those scores falls below the minimum, a total score of 278 or higher is acceptable. Otherwise, you must register for the required refresher course in the next term. These courses are a graduation requirement, but they do not count towards the 36 hours required for completion of this program.

Some students find it worthwhile to retake the GRE in the effort to earn a higher score.

There are excellent and inexpensive GRE study guides available on-line or through bookstores.

## GRE Scores and Percentiles Comparison with National Rankings

<u>Score</u>	<u>Verbal Ranking</u>	<u>Quantitative Ranking</u>
170	99	99
169	99	98
168	98	97
167	97	96
166	96	94
165	95	92
164	93	90
163	91	88
162	89	86
161	86	83
160	83	81
159	80	77
158	77	74
157	73	71
156	69	68
155	65	64
154	61	60
153	57	56
152	53	52
151	49	48
150	44	43
149	40	39
148	36	35
147	32	31
146	28	27
145	24	23
144	21	20
143	18	17
142	15	14
<b>141</b>	<b>12</b>	11
140	10	9
139	8	7
138	6	5
<b>137</b>	<b>5</b>	<b>4</b>
136	4	3
135	3	2
134	2	1
133	1	1
132	1	1
131	1	1
130	1	1

# Suggested Paths through the Program

The Masters of Arts degree in Media Management requires 36 semester hours.

- 12 semester hours in the core curriculum (eight three-hour courses)
- 21 semester hours in professional development courses (four three-hour courses)
- 3 semester hours in thesis or professional project (with supporting academic paper)

## **Media Management General Courses**

MCOM 501 – Media Management and Leadership in a Multicultural Society

MCOM 502 – Media Economics

MCOM 503 – Media Research Methods

MCOM 504 – Communication Theory and Criticism

MCOM 505 – Media Convergence

MCOM 506 – Media Law

MCOM 508 – Process and Effects of Mass Communication

We don't have specific sequences or majors within the degree. All students will take a variety of courses from the Print, Broadcast and Public Relations categories.

## **Print Courses**

MCOM 511 – History of Print Media and  
Technological Development

MCOM 512 – International Journalism

MCOM 513 – Newspaper Management

MCOM 508 – Process and Effects of  
Mass Communication

MCOM 514 – Independent Study in Print

MCOM 515 – Special Topics in Print

MCOM 516 – Internship in Print Media

## **Broadcast Courses**

MCOM 521 – Broadcast Journalism

MCOM 522 – History of Electronic Media

MCOM 523 – Broadcast Management

MCOM 524 – Independent Study in Broadcast

MCOM 525 – Special Topics in Broadcast

MCOM 526 – Internship in Broadcast

MCOM-528 – Children, Adolescents and the Media

## **Public Relations Courses**

MCOM 531 – Contemporary Public Relations

MCOM 532 – Public Relations Campaigns

MCOM 533 – Crisis Communication

MCOM 534 – Independent Study in Public Relations

MCOM 535 – Special Topics in Public Relations

MCOM 536 – Internship in Public Relations

## **Outside Electives**

You may take graduate-level courses (limit two courses, 6 semester hours) from other masters-level programs to count toward the MA in Media Management. You must get prior permission from your academic advisor in Mass Communications, as well as permission of the instructor in the other department.

### **ProTools – advanced digital editing (admitted only by special permission)**

MCOM-561 – Pro Tools 101

MCOM-562 – Pro Tools 110

MCOM-563 – Pro Tools 201

MCOM-564 – Pro Tools 210M

## **Media Management Capstone Courses – taken in final semester**

MCOM-540 – Readings for Thesis

MCOM-541 – Thesis

MCOM-542 – Professional Project

# Successful Progress through the Program

The Master's in Media Management requires 36 semester hours.

At the graduate school level, a full-time load is three courses (9 hours) per semester. If this plan is followed, a student can reasonably expect to complete the degree in two academic years – four semesters.

Students who take summer school classes and/or carry a 12-hour load during semesters may complete the program in about 18 months – some combination of three semesters plus summer school.

Graduate-level students are expected to strive for academic excellence. Grades of A or B are the norm, as is a grade point average of 3.0 or higher. While a grade of C is passing, no more than two C's are allowed in the 36 hour program. Grades of D or below are considered failing at the graduate school level.

## Satisfactory Academic Progress Policy

Adopted July 2011

Virginia State University is required by Federal Regulations to adhere to minimum standards of Satisfactory Academic Progress (SAP) that relate to a student's eligibility for federally funded financial aid programs, state and institutional grants, scholarships, employment and loan programs.

Students must meet the minimum academic progress standards in order to initially receive and maintain eligibility for Title IV funds. The satisfactory academic progress standards apply to all students in degree-seeking programs of study who wish to be considered for financial assistance.

### Requirements for Graduate and Professional Students

(This includes students pursuing Masters, Post-Masters, and Doctoral degrees.)

Cancellation letters are mailed as a courtesy to students. Whether or not a student receives a cancellation letter, each student is expected to understand the Satisfactory Academic Progress policy requirements and monitor his or her academic performance. A cancellation letter is a notice that a student is not eligible to receive financial aid. A student will receive a cancellation letter if any one of the following criteria is reached:

- The student's cumulative grade point average is less than 3.0.
- The student earns less than 67% of his or her attempted hours, transfer hours not included. (Typically, this means no more than two grades of "C" will be allowed.)
- The student attempts more than 150% of the hours required for their degree program, transfer credits included. (In the MA in Media Management, the limit is 54 hours attempted)
- The student completely withdraws from his or her last two consecutive semesters.

# Guidelines for Academic Writing

## 1. Read

- Read scholarly articles (not popular magazines).
- Learn the scholarly jargon and “buzzwords” used in your chosen field.
- Become informed about the research and thinking already done on your topic.
- Get to the library, seek out a research librarian, find out how to access the scholarly publications.

## 2. Build your bibliography

- Get the full academic-quality bibliographic citation for each thing you read.
- Each citation should include a paragraph or two of your own notes, including:
  - find and note the author’s “—ologies” – ontology, epistemology, axiology and thesis
  - find and note the “juicy quotes” that you’ll want to use later – be sure to get page numbers
- Get paper or electronic copies of the articles, and build your own library for later reference.
- Compose a master **annotated bibliography**, probably in MLA Style. Or use *Citation* or some other academic database software to compile your bibliography. Include *everything*.
- This is normally in alphabetical order, based on the author’s last name.

## 3. Build a working bibliography for your paper

- Start with a copy of the master bibliography. Do FILE, SAVE AS to make a copy.
- Delete any citations that aren’t relevant to the current paper, but when in doubt, leave it in for now.

## 4. Arranging your paper

Academic papers generally follow this structure:

1. Introduction – state the problem or introduce the research question being addressed
2. Delimiting the study – mapping out the boundaries, charting the course to be taken
3. Review of the literature – discussing what the scholars have already said on this subject;
  - Identify and define the jargon and technical terms that will be used.
  - Identify the main themes found in the literature – what are the main issues, questions, etc?
  - What theories are being used to explain this issue?
  - Compare and contrast – group related theories and topics together.
4. Theoretical Framework –
  - Provide your own summary of the scholarly thinking you just reviewed.
  - Explain how all of this will shape your research and the paper you are doing.
  - Explain how the central theories will guide your research, shape how you will proceed, and help you understand the results.
5. Research Questions – Describe exactly what issues or questions you’re exploring.
6. Methodology – describe exactly how you’ll proceed through your study.
7. Data collection and reporting – this is not explaining results, this is just reporting what you found. Be clear, complete, concise, correct and coherent.
8. Discussion of results – making sense out of what you’ve found. Here is where you apply some of those theories to help explain what you’ve found.
  - You can argue with the scholars, if you think you’ve found something new or different.
9. Conclusions – the “I” word can sneak in here – “I found” ... “I think” ... etc
10. Limitations of the study – what you wish you’d done, unanswered questions, your errors!
11. Ideas for future research – this paper has triggered further thinking – for another time.
12. Find a tidy way to say “this is what I found, and now I’m done.”

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## Guidelines for Academic Writing, continued

### 5. Arrange the bibliography

- Have the basic structure of your paper in mind (see section 4)
- Using cut-copy-paste, rearrange a copy of the annotated bibliography into topic order – the order in which you'll discuss each scholarly source.

### 6. Flesh out and connect the annotations

- Convert the full citations to body-text citations so you don't lose the source info.
- String your annotations together.
- Become an editor and polish the pieces together

### 7. The paper isn't written in page order!

The paper tends to emerge in the following order:

- Literature Review – this forces you to get well-grounded in the topic
- Theoretical Framework
- Methodology
- Data collection
- Reporting results
- Conclusions, limitations, ideas for future research
- Introduction and Delimitations – the first part tends to make more sense if written *last!*

### 8. Proofreading

- Don't fix everything at once – proofread looking for *one type of error* at a time
  - citations – everything relates to the bibliography, nothing overlooked, MLA style
  - good paragraphing – not too long, not too short
  - section headings – these help with readability
  - repetition – we tend to write in spurts, so wring out repeated thoughts
  - clean writing – clear, complete, concise, correct, coherent –
    - take out unnecessary words and wandering, indirect sentences. Boil it down!
  - Spelling, punctuation.
  - Layout – consistent indents, one space after periods
- Read it out loud
  - Does this paper make any sense?
  - Have I said what I want to say?
  - Can someone else listen to this and *get it*?
- After you edit, go back and check it all again – you probably messed something up by accident.

### 10. Computer file management:

Doc H recommends you create a folder for each semester, within that a folder for each course. Always identify yourself and the course number in the file name – that saves confusion later.

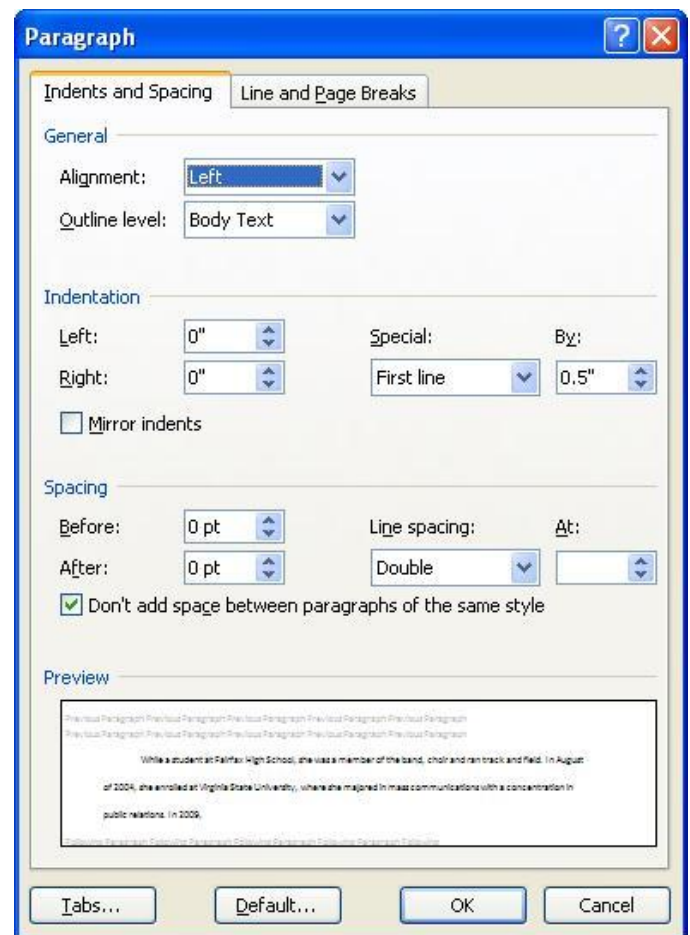
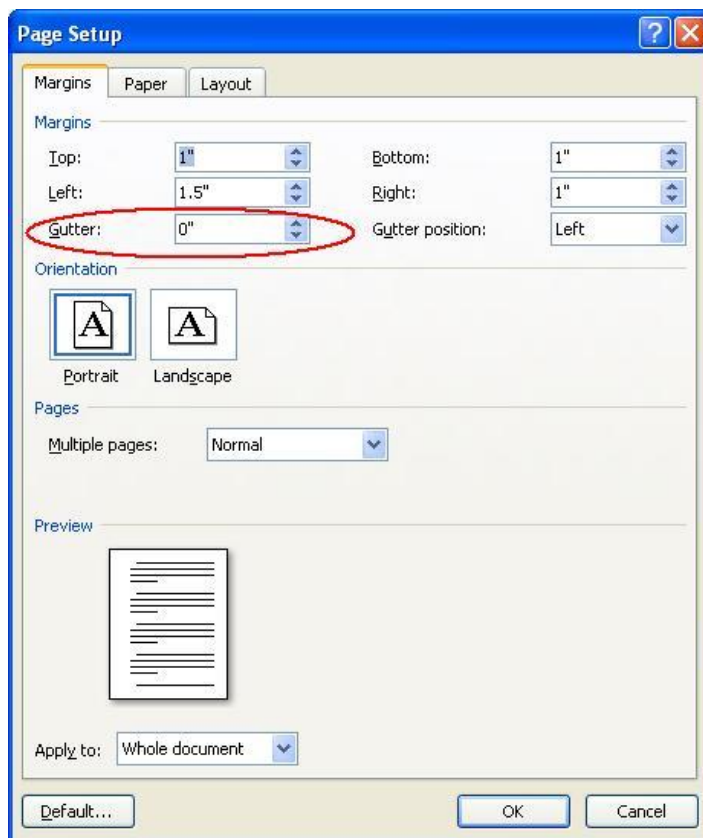
(continued)

## Guidelines for Academic Writing, continued

### 9. Layout requirements

- Times New Roman 12 point – not bold
- Double-spaced, except as specified otherwise
- Left - 1.5 inch margin, top right and bottom margins 1.0 inches
- Running head at the top: page number, flush right. APA also requires a brief title with the pg number
- 1.5 inch margin at the top. 1.0 inch margin at the bottom.
- Title page
- Bibliography/References/Works Cited at end.
- File name – identify your work clearly
  - NOT “my paper” or something generic.

- Your Last name – {appropriate title, such as Thesis Spring 2013}





# Course Descriptions

The code F, Sp, Su means “may be offered Fall, Spring, Summer.”

Not all courses are offered every term.

**MCOM 501 – Media Management and Leadership – 3 semester hours, F, Sp, Su**  
(The full course title is: Media Management and Leadership in a Multicultural Society)

This seminar is designed to introduce students to the broad range of issues that face media managers. It specifically addresses management and leadership topics related to cultural diversity. The course will include introductory material on media economics, research, theory and criticism. It will also address current management issues and those related to emerging technologies.

**MCOM 502 – Media Economics - 3 semester hours F, Sp, Su**

This seminar surveys the economic environment in which media operate and discusses the forces that shape media, market and consumer behavior. Topics covered will include the economic structure and performance of mass media industries; media ownership; impact of new technologies on the media industry and media firms; the use of economic analysis to explain/predict media and industry behaviors; and historical trends in competition, concentration and convergence.

**MCOM 503 – Media Research Methods - 3 semester hours F, Sp, Su**

This seminar is an introduction to research for media professionals. Various methods of data collection -- including experiments, survey methods, qualitative research, historical and legal methodology -- will be introduced. Students will also learn to analyze and interpret the results of mass media research as well as develop their own media research proposals.

**MCOM 504 – Communication Theory and Criticism, 3 semester hours F, Sp, Su**

This seminar is designed to investigate theoretical and critical approaches to the study of mass media. Students will explore theories about the impact of media on society as well as the variety of critical methodologies that can be used to address the relationship between media and culture.

**MCOM 505 – Media Convergence, 3 semester hours F, Sp, Su**

This course examines global implications of media convergence, the challenges media outlets face in a converging media universe, new technologies in news gathering and news reporting and how they will affect audiences.

**MCOM 506 – Media Law, 3 semester hours F, Sp, Su**

This course examines the various laws that affect media professions, including the First Amendment, the Freedom of Information Act, libel, copyright, privacy telecommunication regulations and obscenity laws. This course is designed to introduce students to legal concepts pertinent to the communication industries. It will investigate the dynamic nature of the First Amendment through the evaluation of precedence and legal proceedings.

**MCOM 507 – Media Ethics, 3 semester hours****F, Sp, Su**

This course investigates the conflicting responsibilities facing communication professionals. Using a case study approach, this course will focus on the craft of ethical decision-making within current media guidelines. Topics of discussion will include the historical roots of limitations on the media, changing social expectations for information dissemination, and editorial leadership. Cases involving conflicts of value in print, broadcasting, advertising, and public relations will be analyzed.

**MCOM 508 – Process and Effects of Mass Communications, 3 semester hours****F, Sp, Su**

A study of the major areas of mass communications research literature, emphasizing mass communications' effects on research.

**MCOM 511 – History of Print Media and Technological Development, 3 sem. Hrs.****F, Sp, Su**

This course will survey the history of the American print media from the colonial era to the present. It will include key moments, movements and people, as well as the growth of African American and other minority-owned media organizations. The course will trace the history of media ownership, the advent of broadcasting and the growth of the internet.

**MCOM 512 – International Journalism, 3 semester hours****F, Sp, Su**

This course is a cross-cultural study of journalism and communication in the “global village.” It compares media practices in democracies and under state-run media. It will look at how the news media and communication professions are affected by technology such as the internet and satellite transmissions that allow the flow of uncensored information across national borders. It will look at the effects of the new “information world-order” on cultures, politics and economics.

**MCOM 513 – Newspaper Management, 3 semester hours,**

This course prepares students for future management positions with newspapers through the study of how newspapers function today and through the application of management principles.

**MCOM 514 – Independent Study in Print, 1-3 semester hours****F, Sp, Su**

This course is designed to meet the needs of the print media student who wishes to conduct independent research, develop a special academic project or fulfill other department requirements outside of the usual class structure. Prerequisites: Approval of a faculty sponsor to oversee the independent study.

**MCOM 515 – Special Topics in Print, 3 semester hours****F, Sp, Su**

In this seminar, students get the opportunity to develop specific journalistic skills. Possible topics include online journalism, interviewing and advanced editing. Can be repeated once for credit if the special topic has changed.

**MCOM 516 – Internship in Print Media, 3 semester hours****F, Sp, Su**

This is a part-time placement in a professional setting for students to gain practical experience in their sequence. Prerequisites: Graduate status and permission of the internship coordinator.

**MCOM 521 – Broadcast Journalism, 3 semester hours** **F, Sp, Su**  
An overview of the broadcast media, with emphasis on news gathering, preparation, writing and delivery techniques, as well as the rules and regulations that apply to broadcast journalism.

**MCOM 522 – History of Electronic Media. 3 semester hours** **F, Sp, Su**  
A study of the history and technological advancements in electronic media in the United States.

**MCOM 523 – Broadcast Management, 3 semester hours** **F, Sp, Su**  
This course examines how media companies function today and provides a study of the concepts and principles of broadcast management.

**MCOM 524 – Independent Study in Broadcasting, 1-3 semester hours** **F, Sp, Su**  
This course is designed to meet the needs of the public relations student who wishes to conduct independent research, develop a special academic project or fulfill other department requirements outside the usual class structure. Prerequisites: Approval of a faculty sponsor to oversee the independent study.

**MCOM 525 – Special Topics in Broadcasting, 3 semester hours** **F, Sp, Su**  
This seminar allows students to examine specific issues related to broadcasting. Possible topics include telecommunication regulation, video documentary production, public radio reporting, and digital and electronic production and editing. Can be repeated once for credit if the special topic has changed.

**MCOM 526 – Internship in Broadcasting, 3 semester hours** **F, Sp, Su**  
This is a part-time placement in a professional setting for students to gain practical experience in their sequence. Prerequisites: Graduate status and permission of the internship coordinator.

**MCOM-528 – Children, Adolescents and the Media, 3 semester hours** **F, Sp, Su**  
An introduction to the major debates and effects of the media on children and adolescents. It will also examine how various age groups process and make sense of media content. Students will discuss complex issues, theories and find solutions via research.

**MCOM 531 – Contemporary Public Relations, 3 semester hours** **F, Sp, Su**  
An overview of the practice of public relations, ethics of the public relations profession, and the history of public relations in the United States.

**MCOM 532 – Public Relations Campaigns, 3 semester hours** **F, Sp, Su**  
This seminar enables students to research and design complete public relations campaigns. Emphasis is on strategic planning based on research.

**MCOM 533 – Crisis Communication, 3 semester hours** **F, Sp, Su**  
This course examines case studies of organizations' communication needs and dilemmas in emergencies and crises. Students will look at the role of the public relations practitioner in preventing and managing such problems as scandals, natural disasters and negative public image. Students will examine case studies such as the Tylenol and Pepsi tampering cases and the Denny's and Texaco discrimination cases.

**MCOM 534 – Independent Study in Public Relations, 1-3 semester hours F, Sp, Su**

This course is designed to meet the needs of the public relations student who wishes to conduct independent research, develop a special academic project or fulfill other department requirements outside of the usual class structure. Prerequisites: Approval of a faculty sponsor to oversee the independent study.

**MCOM 535 – Special Topics in Public Relations, 3 semester hours F, Sp, Su**

This seminar allows students to examine specific issues related to public relations. Possible topics include corporate, internal, community, and constituent relations. Can be repeated once for credit if the special topic has changed.

**MCOM 536 – Internship in Public Relations, 3 semester hours F, Sp, Su**

This is a part-time placement in a professional setting for students to gain practical experience in their sequence. Prerequisites: Graduate status and permission of the internship coordinator.

**MCOM-540 Readings for Thesis – 3 semester hours F, Sp, Su**

Students preparing for either MCOM-541 Thesis or MCOM-542 Professional Project are strongly encouraged to conduct extensive readings of scholarly and professional literature in support of their capstone experience. To that end, students enrolled in MCOM-540 Readings for Thesis will consult with the professors who taught their various masters courses, for recommended readings in support of the thesis or professional project. The expected outcomes are a scholarly, high-quality paper including the following: (1) a thorough annotated bibliography, (2) the literature review, (3) the theoretical framework guiding the capstone project, and (4) the student's summary analysis and synthesis of the readings conducted. This course is recommended for the semester before the thesis or professional project but it may be taken concurrently.

**MCOM 541 – Thesis, 3 semester hours F, Sp, Su**

Taken in final semester only. The thesis is a major research paper. Students anticipating doing a thesis should begin planning early, such as the first semester of the master's program. A thesis must be arranged in advance, incorporating the sponsorship of a faculty member with appropriate expertise to oversee the project, and with the permission of the department chair. Depending on the nature of the research, it may also need to go before the Institutional Review Board the semester before the student enrolls in MCOM-541 Thesis – that means someone graduating in the spring semester needs IRB approval in the fall term before. The department will retain a copy of the thesis project in its archives. Students doing a thesis will defend it before a review committee of faculty members.

**MCOM 542 – Professional Project, 3 semester hours F, Sp, Su**

Taken in final semester only. The professional project includes a academic paper similar to a thesis, plus the student produces a significant creative work. It may consist of a film, video, screenplay or television script, a book, a major public relations campaign or press kit package, or an exhibition portfolio of photographs, audio or video productions, or other project. Students who plan to do a professional project should begin planning in the master's program. The project must be arranged in advance, incorporating the sponsorship of a faculty member with appropriate expertise to oversee the project, and with the permission of the department chair. The department will retain a copy of the project and supporting paper in its archives. Students doing a professional project should expect to defend it before a review committee.

## Pro Tools Certification

**The Pro Tools courses are *not* open enrollment. Students *must* get prior permission from the instructor and your academic advisor before enrolling.**

### **MCOM-551 – Pro Tools 101 – 3 semester hours**

**F, Sp, Su**

This course takes a comprehensive approach to learning the fundamentals of Pro Tools HD, Pro Tools LE, or Pro Tools M-Powered systems. The student will learn to build sessions that include multi-track recordings of live instruments, MIDI sequences, software synthesizers and samplers, and audio looping with REX or ACID files. Through hands-on tutorials, the student will develop essential techniques for recording, editing, and mixing.

**Prerequisites:** COMM-202 or basic computer knowledge including the ability to use a keyboard, mouse and an Apple or Windows based operating system.

### **MCOM-552 – ProTools 110 – 3 semester hours**

**F, Sp, Su**

This course is a Digidesign Certified course that covers the key concepts and skills needed to operate a Pro Tools system in a home studio environment. In addition to recording and editing, the student will learn the essentials of automation and will work with both audio and MIDI. Hands on experience will be gained through a series of class exercise project files.

**Prerequisites:** MCOM-551 ProTools 101, having two years of audio experience or purchasing the Pro Tools 101 book and passing the Avid Pro Tools 101 test.

### **MCOM-553 – Pro Tools 201 – 3 semester hours**

**F, Sp, Su**

Pro Tools 201 is an Avid-certified course that covers the core concepts and skills you need to operate a Pro Tools system in a professional studio environment. Students will be introduced to professional Pro Tools HD systems as well as control surfaces. Students will go into greater depth into concepts such as automation, editing, mixing and session management. Experience will be gained through a series of class exercises and project files.

**Prerequisites:** MCOM-551, MCOM-552 Pro Tools 110 or two years of relevant audio engineering experience. Access to the MCOM-553 ProTools 201 exam requires passing all previous exams.

### **MCOM-554 - Pro Tools 210M – 3 semester hours**

**F, Sp, Su**

Pro Tools 210M is an Avid-certified course that completes the skills needed to competently operate a sophisticated Pro Tools system in a professional environment with a focus on music. Students are exposed to a number of music production techniques including interacting with external MIDI devices, loop editing, sampling in Pro Tools and using sound replacer. This is the final course needed prior to earn Operator Certification.

**Prerequisites:** MCOM-551 ProTools 101, MCOM-552 ProTools 110, and MCOM-553 ProTools 201 or three years of relevant audio engineering experience. Access to the 210M exam requires passing all previous exams.