

## Integrated Communication Concentration

The objectives of the Integrated Communication concentration are to teach students the philosophy and application of various media tools, strategies and tactics to inform the public. As its name implies, integrated communication involves the use of multiple platforms—namely print, photos, video, audio, graphics, text, animation, interactivity and social media to communicate digitally and in traditional formats. Students will learn writing skills to help tell their stories. This sequence has a 21-hour core and 18 hours of cognate courses depending upon student interest, plus a potential 9 hours of additional electives within mass communication.

### Mass Communication Core Courses (21 Credit Hours)

Mass Communication 100- Intro to Mass Communication	3
Mass Communication 203- Multimedia Journalism	3
Mass Communication 225- Mass Media Writing and Editing	3
Mass Communication 245- Communication and Culture	3
Mass Communication 409- Communication Research Methods	3
Mass Communication 444- Communication Law and Ethics	3
Mass Communication 471- Senior Project	1
Mass Communication Concentration Practicum- MC 435 Web Media Practicum	2
English Language and AP Style Skills Examination (70% score or higher required)	0
GET 300 Rising Junior Exam	0

### Integrated Communication Cognate Courses

Three courses are required; students can choose any three additional courses; MC 250, MC 260, MC 295, MC 304, MC 310, MC 330, MC 331, MC 350, MC 355, MC 404 and/or MC 450 for a total of 18 credit hours).

Mass Communication 226- News Writing and Editing	3
Mass Communication 303- Communication Graphics	3
Mass Communication 335- Web Writing and Development	3
<b>Choose three of the following courses:</b> MC 250- Basic Photography, MC 310- Specialized Reporting, MC 355- Feature Writing, MC 260- Audio Production, MC 330- Single Camera Video, MC 404- Publications Design, MC 295- Copy Editing, MC 331- Digital Video Editing, MC 450- Commercial Photography, MC 304- Desktop Design and/or MC 350- Photojournalism	9