

# DEPARTMENT OF MASS COMMUNICATION

## (New 45-hour major in Mass Communication)

The main objectives of the Department of Mass Communication are to 1) provide a broad understanding of the role of communication and mass media in society; 2) provide an understanding of the role and responsibilities of a journalist in society; 3) prepare students for careers in broadcasting, business journalism, newspaper journalism, public relations, sports journalism, and visual journalism; 4) offer services to the community through workshops and seminars; 5) provide an intellectual climate for students to think critically about issues related to mass media, and 6) provide students with the academic foundation to pursue graduate education.

The Bachelor of Arts degree in Mass Communication is offered for students who complete the specified course requirements of the Department of Mass Communication and the College of Professional Studies.

Students must complete 45 credit hours in mass communication (Core 30 hours, and 15 hours from an area of concentration in the first four concentrations). Business Journalism requires completion of a core of

18 semester hours, 21 hours from the concentration, and six credits from the electives. Sports Journalism requires completion of a core of 17 credit hours, 21 hours from the concentration, and six credit hours from the electives.

Admission Requirements: Must have a minimum 2.00 cumulative GPA and C or better grade in English 101, English 102, and MC 100. A diagnostic English Language Skills Test will be administered.

### Minor in Mass Communication.

Students must complete a minimum of 9 semester hours in mass communication—MC 100, MC 225, MC 295, and MC 324, and 12 hours from any one area of concentration for a total of 21 hours.

In an effort to help students improve their writing skills, beginning fall semester 2008, students enrolled in any writing class, irrespective of their area of concentration, will be required to publish at least two articles in *The Gramblinite* newspaper during the semester of enrollment in the writing class.

## CURRICULUM IN MASS COMMUNICATION

### FRESHMAN YEAR

BIOL 103- Principles of Biology .....	3
BIOL 104- Principles of Biology .....	3
FYE 101- First Year Experience .....	1
FYE 102- First Year Experience .....	1
ENG 101- Freshman Composition .....	3
ENG 102 - Freshman Composition .....	3
FOREIGN - LANGUAGE .....	3
SOC 101 – Introduction to Social Science .....	3
HIST 101- History of Western Civilization.....	3
HIST 104- Modern World History .....	3
MATH 147-Pre-Calculus I .....	3
MATH 148- Pre-Calculus II .....	3
<b>Total</b> .....	<b>32</b>

### SOPHOMORE YEAR

SCI 105 Physical Science Survey I .....	3
ART 210- Intro. to Fine and Performing Arts .....	3
ENG 200-World Literature.....	3
FOREIGN LANGUAGE.....	3
ST 212 Fundamentals of Public Speaking.....	3
GET 300- Rising Junior Exam. ....	0
General Education Electives.....	12
MC 100 Introduction to Mass Communication .....	2
MC 225- Mass Media Writing & Editing.....	3
MC 324 Newspaper Practicum.....	1
<b>Total</b> .....	<b>33</b>

### JUNIOR YEAR

PSY 200- General Psychology .....	3
SOC 201 – Introduction to Sociology .....	3
PS 201- American National Government.....	3
ENG 213 Advanced Composition .....	3
ENG 310 Advanced Grammar .....	3
General Education Elective .....	3
MC 240 Broadcast Writing .....	3
MC 303 Communication Graphics.....	3
MC 315 Writing and Style for the Mass Media .....	3
MC 333 Principles of Public Relations .....	3
<b>Total</b> .....	<b>30</b>

### SENIOR YEAR

ECON 201 Macroeconomics.....	3
MC 335 Online Writing & Design .....	3
MC 336 Media Ethics and Responsibility .....	3
MC 409 Communication Research Methods.....	3
MC 444 Communication Law .....	3
<b>A minimum of five courses (15 credits) from selected area of concentration in Mass Communication...</b>	<b>15</b>
<b>Total</b> .....	<b>30</b>

**TOTAL**..... 125

Areas of concentration in Mass Communication:

**CORE (30 hrs.)**

Course No.	Cr. Hours	Course Title
MC 100	2	Intro to Mass Communication
MC 225	3	Mass Media Writing and Editing
MC 324	1	Newspaper Practicum
MC 335	3	Online Writing and Design
MC 336	3	Media Ethics and Responsibility
MC 240	3	Broadcast Newswriting
MC 303	3	Communication Graphics
MC 315	3	Writing/Style for the Mass Media
MC 333	3	Principles of Public Relations
MC 409	3	Communication Research Methods
MC 444	3	Communication Law

**CONCENTRATION I: Journalism (15 hrs.)**

MC 295	3	Copyediting
MC 308	3	Internship
MC 310	3	Specialized Reporting
MC 355	3	Feature Writing
MC 455	3	Editorial Writing

**CONCENTRATION II: Public Relations (15 hrs.)**

MC 340	3	Advanced Public Relations
MC 446	3	Public Relations Writing
MC 448	3	Public Relations Management
MC 460	3	Public Relations Campaigns
MC 308	3	Internship

**CONCENTRATION III: Visual Journalism (15 hrs.)**

MC 250	3	Basic Photography
MC 350	3	Photojournalism
MC 304	3	Desktop Publishing
MC 404	3	Publications Design
MC 464	3	Information Graphics

**CONCENTRATION IV: Broadcasting (15 hrs.)**

MC 260	3	Audio Production (Includes lab)
MC 330	3	Single Camera Video (Includes lab)
MC 331	3	Digital Video Editing (Includes lab)
MC 445	3	Television Production

**Elective: (3 hrs.)**

MC 308	3	Internship
MC 365	3	Broadcast Programming
MC 370	3	Broadcast News & Performance
MC 415	3	Broadcast Audiences & Research
MC 445	3	Television Production
MC 470	3	Broadcast Management
MC 471	3	Senior Project
MC 495	3	Broadcast Practicum

**ELECTIVES**

MC 245	3	Communication and Culture
MC 308	3	Internship
MC 320	3	Sports Writing
MC 339	3	Principles of Advertising
MC 360	3	Advertising Creative Strategy
MC 410	3	Blacks and the Media
MC 450	3	Commercial Photography

**CONCENTRATION V: Business Journalism**

**CORE COURSES (18 hrs.)**

MC	225	Mass Media Writing & Editing
MC	339	Principles of Advertising
MC	336	Media Ethics and Responsibility
MC	415	Broadcast Audiences & Research
MC	444	Communication Law
GB	150	Fundamentals of Business

**CONCENTRATION (21 hrs.)**

MC	270	Reporting Quantitative Information
MC	355	Feature Writing
ACCT	201	Financial Accounting Principles
MAN	301	Management Principles and Policies
FIN	301	Business Finance
MKT	301	Principles of Marketing
MKT	312	Consumer Behavior

**ELECTIVES (6 hrs.) from the following:**

MC	210	Writing for Radio & Television
MC	245	Communication & Culture
MC	360	Advertising Creative Strategies
MC	446	Public Relations Writing
MC	470	Broadcast Management

**CONCENTRATION VI: Sports Journalism**

**CORE COURSES (17 hrs.)**

MC	100	Introduction to Mass Communication
MC	225	Mass Media Writing and Editing
MC	335	Online Writing and Design
MC	336	Media Ethics and Responsibility
MC	409	Communication Research Methods
MC	444	Communication Law

**CONCENTRATION (21 hrs.)**

MC	101	Introduction to Sports Journalism
MC	320	Sports Writing
MC	308	Internship
KNES	201	Foundations of Kinesiology and Sports
SPM	405	Sports Club & Event Management
SPM	417	Sports Marketing and Development
SPM	409	Governance and Ethics of Sports

**ELECTIVES (6 hrs.)**

MC	355	Feature Writing
MC	450	Commercial Photography
KNES	221	Psy/Soc. Foundations of Sports
KNES	222	Recreation and Intramural Sports
KNES	321	Organization administration of Athletics

