

Degree Type – Bachelor of Arts (BA)
Degree Title – Mass Communication

The Bachelor of Arts in Communication – Mass Communication prepares a student to work in fields as varied as print journalism, broadcast journalism, public relations, advertising and agencies and organizations requiring Press Secretaries and Information Officers in private and public sectors. Employment opportunities also exist in Training and Development, and administrative roles in information and service industries as well as law enforcement and health care organizations. The Bachelor of Arts in Communication also prepares the students to pursue graduate programs in Communication, Journalism, and Media Management.

STUDENT LEARNING OUTCOMES:

1. Students will demonstrate effective oral communication skills.
2. Students will demonstrate competency in journalistic writing skills.
3. Students will demonstrate competence in using technology appropriate for their area of specialization.
4. Students will demonstrate knowledge of the basics of television production in the studio such as broadcast script writing, audio, video, lighting and control room procedures.
5. Students will demonstrate an understanding of the principles of AP style.

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

Required

Integrative and Experiential Learning – 3 hours

COMM 1311 Introduction to Communication

Recommended

Creative Arts – 3 hours

Choose one:

THTF 1310 Theatre Appreciation

THTF 2366 Cinema Appreciation

B – MAJOR REQUIREMENTS – 60 HOURS (39 advanced minimum)

1 – Mass Communication Core – 27 hours (18 advanced)

COMM 1307 Introduction to Mass Communication

COMM 1315 Public Speaking

COMM 1336 Television Production

COMM 3303 Writing for Mass Media

COMM 3333 Theories of Communication

COMM 3349 Multi-Media Storytelling

COMM 3350 Research in Communication

COMM 4313 Communication Law and Ethics

COMM 4332 Visual Communication

2 – Concentrations – 33 hours (21 advanced minimum)

a – Advertising and Public Relations – 33 hours (21 advanced)**i – Advertising and Public Relations Core – 12 hours (12 advanced)**

COMM 3304 Advertising: Theory and Practice
 COMM 3321 Public Relations: Theory and Practice
 COMM 4334 Communication Campaigns
 COMM 4335 Creative and Media Strategies

ii – Cluster area – 9 hours (9 advanced)

Choose one cluster:

Public Relations

COMM 3305 Copy Editing
 COMM 3327 Reporting I
 COMM 4322 Public Relations Writing

Advertising

COMM 3348 Copy Writing
 COMM 3353 Broadcast Advertising Production
 COMM 4310 Media Planning

iii – Free Electives – 12 hours

Choose 12 hours of other electives. Internship in Mass Communication is recommended.

b – Print Journalism – 33 hours (24 advanced)**i – Print Journalism Core – 15 hours (15 advanced)**

COMM 3305 Copy Editing
 COMM 3306 Feature Writing
 COMM 3327 Reporting I
 COMM 3329 Reporting II
 COMM 3326 Photojournalism

ii – Print Journalism Electives – 9 hours (9 advanced)

Choose 9 hours of advanced Mass Communication.

iii- Free Electives – 9 hours

Choose 9 hours of other electives. Internship in Mass Communication is recommended.

c – Broadcast – 33 hours (21 advanced)**i – Broadcast Core – 24 hours (21 advanced)**

COMM 2310 Video and Film Editing I
 COMM 3327 Reporting I
 COMM 3339 Broadcast Audio Production
 COMM 3351 Broadcast News Writing
 COMM 3352 Television News Production and Reporting
 COMM 3353 Broadcast Advertising Production
 COMM 4312 Video and Film Editing II

Choose one:

COMM 3338 University Radio/Television
 COMM 4314 Advanced Television/Film Production

ii – Free Electives – 9 hours

Choose 9 hours of other electives. Internship in Mass Communication is recommended.

B – MINOR or FREE ELECTIVES – 18 HOURS (6 advanced minimum)

Broadcast concentration and Advertising and Public Relations concentration will be required to complete 9 advanced hours.

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 48 HOURS

ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:

Progression requirements

COMM 1311 in the core with in their first year. All courses in the major require grade of 'C' or better.

Degree Type – Bachelor of Arts (BA)
Degree Title – Mass Communication with Teacher Certification (7-12)

The Bachelor of Arts in Communication – Mass Communication prepares a student to work in fields as varied as print journalism, broadcast journalism, public relations, advertising and agencies and organizations requiring Press Secretaries and Information Officers in private and public sectors. Employment opportunities also exist in Training and Development, and administrative roles in information and service industries as well as law enforcement and health care organizations. The Bachelor of Arts in Communication also prepares the students to pursue graduate programs in Communication, Journalism, and Media Management.

STUDENT LEARNING OUTCOMES:

1. **Oral Communication:** Students will demonstrate the capability to communicate effectively as a professional in oral situations.
2. **Writing Skills:** Students will demonstrate excellent writing skills.
3. **Ethical Standards:** Students will understand the legal and ethical standards in Journalism.
4. **Photography:** Students will demonstrate an understanding of the principles and procedures of photography.
5. **AP Style:** Students will demonstrate an understanding of the principles of AP style.

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

Required

Integrative and Experiential Learning – 3 hours

COMM 1311 Introduction to Communication

Recommended

Creative Arts – 3 hours

Choose one:

THTF 1310 Theatre Appreciation

THTF 2366 Cinema Appreciation

B – MAJOR REQUIREMENTS – 39 HOURS (33 advanced)

1 – Mass Communication Core Courses – 24 hours (18 advanced)

COMM 1307 Introduction to Mass Communication

COMM 1336 Television Production

COMM 3303 Writing for Mass Media

COMM 3333 Theories of Communication

COMM 3349 Multi-Media Storytelling

COMM 3350 Research in Communication

COMM 4313 Communication Law and Ethics

COMM 4332 Visual Communication

2 – Teacher Certification Concentration – 15 hours (15 advanced)

COMM 3304 Advertising: Theory and Practice

COMM 3305 Copy Editing

COMM 3306 Feature Writing

COMM 3326 Photojournalism

COMM 3327 Reporting I

C – TEACHER CERTIFICATION – 27 HOURS (24 advanced)

Area of Certification: Journalism (7-12)

EDFR 2301 Intercultural Context of Schooling

EDUC 3301 The Teaching Profession and Student Learning in Contemporary Schools

EDUC 3302 Human Development, Learning Theories, and Student Learning

EDUC 3303 Teaching in Today's Diverse Classrooms

EDUC 3304 Instructional Planning, Classroom Management, and Assessment to Promote Student Learning

EDUC 4306 Implementing and Assessing Effective Secondary Content Pedagogy

READ 4305 Content Area Literacy

EDUC 4611 Student Teaching Secondary or All-Level

D – MINOR or FREE ELECTIVES – 12 HOURS

Students may elect to complete a minor or 12 hours in an outside area.

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**TOTAL ADVANCED HOURS – 57 HOURS****ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:****Admission requirements**

COMM 1311 in the core with in the first year.

Progression requirements

All courses in the major require 'C' or better. For teacher certification, students must apply for admission and be accepted to the College of Education and P-16 Integration prior to enrolling in teacher certification courses, except for EDFR 2301 which is open to all students. Students unable to be admitted to EDUC 4611 will be required to substitute 6 advanced hours, as recommended by advisor.