Mass Communication (MC)

MC 1100A. Careers in Media.
Students engage in career exploration in the media professions.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Careers in Media

MC 1100B. Grammar for Journalists.
Students refine their English grammar skills to a proficiency level needed to be successful journalists.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

Students will engage in sports broadcasting and reporting activities. These activities will be completed through in-class and field-based experiences of at least 15 hours. Students will further develop their writing, broadcasting and interviewing skills.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 1100D. Digital Entrepreneurship.
This course will explore innovation and creativity associated with digital entrepreneurship. Through a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 1100E. Digital Media Tools and Skills.
This course will explore new tools and skills relevant to the digital age. Topics will include data visualization, spreadsheet usage, media creation software, mobile reporting, drones and sensors in journalism and video editing. May be repeated once for credit. Restricted to full major status.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 1100F. Digital Media Innovation Concepts.
This course will explore new concepts relevant to the digital age. Topics will include digital media history, ethics, law and will address online privacy, security, crime, identity and censorship. May be repeated once. Restricted to full major status.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MC 1100G. Coding Workshop.
This course will explore programming languages relevant to the digital age. Topics will include JavaScript, JQuery, Python, PHP, application programming interfaces, database languages, application development frameworks and other current topics. May be repeated once. Restricted to full major status.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

A survey of the mass media and other areas of mass communication designed to acquaint the student with the field of communication and what it offers.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
TCCN: COMM 1307

MC 1313. Writing for the Mass Media.
An introduction to the major forms of writing for the mass media: advertising, broadcasting, print journalism and public relations. Prerequisite: Full major status and typing skill. (WI).
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
TCCN: COMM 2311

MC 2111. Media Practicum.
Students perform supervised media work of at least 60 hours for the semester. Credit requires prior written contract with a supervising faculty member. May be repeated twice. Graded on a credit (CR), no-credit (F) basis.
1 Credit Hour. 0 Lecture Contact Hours. 4 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit
about Media Practicum
MC 3306. Writing for the Electronic Media.
The study and practice of writing copy for the electronic media, including the composition of commercials, news stories, public service announcements, promotions and documentaries. Prerequisites: Full major status, MC 1313. (WI).

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Writing for the Electronic Media

MC 3307. Audio Production.
The basics of digital audio production with emphasis on techniques used in producing commercials, public service announcements and promotions. Lab requirements include a regular air-shift on the campus radio station and structured group meetings.

3 Credit Hours. 2 Lecture Contact Hours. 4 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Audio Production

MC 3311. Video Production.
Basics of analog and digital video production. Emphasis on techniques used in producing newscasts, commercials, public service announcements, promotions. Lab requirements include field and studio production. Prerequisite: Full major status.

3 Credit Hours. 2 Lecture Contact Hours. 4 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Video Production

MC 3312. Television News.
Standard theory and practice of electronic news gathering and production, including writing copy to match video and synchronization of audio and video in news stories. Students work on a campus news program. Prerequisites: Full major status, MC 3306 and MC 3311 or MC 4356l. (WI).

3 Credit Hours. 1 Lecture Contact Hour. 4 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Television News

This course studies the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in mass media. It is designed to help you integrate words and pictures in mass communication and to gain a greater appreciation of our visual world.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Visual Communication

MC 3321. News Writing and Reporting I.
Integrating writing and reporting skills to produce stories across media platforms, including print and online, with an emphasis on storytelling. The study of techniques for locating and assessing information from multiple sources, including interviewing, fact verification, online research and the use of libraries. Prerequisites: Full major status, MC 1313. (WI).

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about News Writing and Reporting I

MC 3343. Introduction to Public Relations.
This is the introductory course for the public relations sequence. Students will explore the functions of public relations in the digital age in the development of strategic communications for corporations, companies, government offices, non-profit organizations and public relations agencies.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Introduction to Public Relations

MC 3355. Mass Media and Society.
An examination of the roles of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects on public issues, morals and tastes; and other contemporary issues.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Mass Media and Society

Students will study the principles, techniques and problems of social science research and digital analytics as they relate to the planning and evaluation of strategic communication. Prerequisite: Full major status.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Research Methods in Mass Communication

MC 3367. Advertising.
A broad overview of advertising including history, role and responsibility, and impact of the digital revolution. Key topics will be research, account service, media planning, creative, sales promotion, public relations, campaigns, and the advertising agency.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Advertising

MC 3368. Advertising Copywriting.
Study of writing and producing advertising copy for print, broadcast and digital media. Emphasis on formative research, market and consumer analysis and the creative process. Prerequisites: Full-major status, MC 1313, MC 3367. (WI).

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Advertising Copywriting
MC 3372. Advertising Media Planning.
Study of planning and buying messages in traditional and new media to creatively and effectively reach targeted prospects. Attention is given to media characteristics, scheduling, testing and buying efficiencies. Prerequisites: Full major status, MC 1313, MC 3367.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Advertising Media Planning

MC 3373. Broadcast Commercial and Promotion Writing.
Writing and producing radio scripts and television storyboards for commercial messages. Study will include audiences, programming, research and copytesting, and regulations. Spot announcements will be produced for class. Prerequisites: Full major status, MC 1313, 3367. (WI).
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Broadcast Commercial and Promotion Writing

Study of the principles and strategies of winning audiences for the electronic media: television radio, cable, satellite and the internet.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Programming in Electronic Media

Study of managerial problems in advertising and public relations programs. Case study approach to setting goals, developing strategy, budgeting and working in a client-agency relationship. Prerequisites: Full major status, MC 1313, MC 3343 or MC 3367.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Advertising and Public Relations Management

MC 3383. Editing for Clear Communication.
A course designed to help writers divorce themselves from the creative process and function as editors of their own work and the work of others, focusing on meaning, accuracy, logic, language, sense, organization, style, and form appropriate to audience and medium. Prerequisites: Full major status, MC 1313. (WI).
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Editing for Clear Communication

MC 3390. Media Design.
Study and application of advanced principles of media design including: basic design principles, typography, color, photography, video, and multimedia. Students will learn production skills for existing and new media. Pre-requisite: Full-major status.
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Dual Enrollment Permitted|Lab Required|Time Conflicts Permitted
Grade Mode: Standard Letter
about Media Design

The study of the management of electronic media, including sales, federal regulation, and responsibilities to society, community and stockholders. Prerequisite: Full major status.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Management of Electronic Media

MC 4130. Internship.
This course requires a minimum of 100 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, full-major status, good academic standing and appropriate sequence coursework.
1 Credit Hour. 0 Lecture Contact Hours. 5 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
about Internship

MC 4230. Internship.
This course requires a minimum of 150 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, full-major status, good academic standing and appropriate sequence coursework.
2 Credit Hours. 0 Lecture Contact Hours. 10 Lab Contact Hours.
Grade Mode: Standard Letter
about Internship

MC 4301. Media Law and Ethics.
This course offers a study of law governing journalism, advertising, electronic media and public relations. Restricted to full major status and junior standing.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Media Law and Ethics

Students will study the development of mass media, advertising and public relations in the United States from 1690 to the present.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about History of Mass Media

MC 4303. International Advertising.
Overview of international marketing and advertising; problems and opportunities of a global economy.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about International Advertising
MC 4304. Advertising Strategy and Execution-Portfolio.
Course emphasizes projects that allow students to learn how to produce and display professional portfolios to enhance their employment opportunities. Prerequisites: Full major status, MC 1313, MC 3367.

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter

about Advertising Strategy and Execution-Portfolio

MC 4305. Theories of Mass Communication.
A study of the predominant theories of communication, including mass media effects, functions and controls. Prerequisites: Full major status. (WI).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

about Theories of Mass Communication

MC 4306. Advertising Competition.
The course will focus on developing an integrated marketing communications campaign for a national client as part of the National Student Advertising Competition. Students will create a campaign from the developmental through the execution process. Prerequisite: Consent of instructor.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

about Advertising Competition

MC 4307. Advertising Campaigns.
Students will develop, coordinate and evaluate a complete advertising campaign for specific clients. Students will conduct market research, formulate objectives and strategies, recommend media plans and develop creative executions through plans books and presentations. Prerequisites: Full major status, MC 4316G, MC 4317, MC 3372. (WI).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

about Advertising Campaigns

MC 4308. Women and Minorities in the Media.
Analysis of the images of women and minorities in the media and their status as media professionals. Includes study of the alternative media. (MC).

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter

about Women and Minorities in the Media

MC 4309. Visual Literacy: Film.
The course will teach how meaning is constructed in visual images by using film as a practical medium. It provides the necessary skills to critique and create effective images. It is especially useful for students majoring in image-based sequences of the mass communication major, particularly broadcasting and advertising.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

about Visual Literacy: Film

MC 4310. International Communication.
A study of media systems worldwide in different socioeconomic contexts and an examination of patterns of international communication flow.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

about International Communication

Students complete an academic project requiring the equivalent of 160 hours work. Requires prior written contract with faculty member and portfolio of completed work. Cannot be repeated. Graded on a credit (CR), no-credit (F) basis.

3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

about Independent Study: Advertising, Broadcasting, Print Journalism, Public Relations

MC 4312. Photojournalism.
Students will develop skills in camera operation, learn computer software applications, learn how to combine words with stories, and how to make layouts and designs for print and multimedia. Students will learn basic analog and digital camera operations, and how to process digital images for the Web and for printing.

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Grade Mode: Standard Letter

about Photojournalism

MC 4313. Writing for Public Relations.
This course provides an examination and application of digital and traditional communication tools required for effective public relations. Emphasis is placed on the strategic use of digital media in a modern communication society. Prerequisites: Full major status, MC 1313, MC 3343, MC 3383. (WI).

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required/Writing Intensive
Grade Mode: Standard Letter

about Writing for Public Relations
MC 4315. Web Design Publishing.
Students will develop skills in web page construction including Web editing, image and graphic manipulation, animation, and audio and video editing. The course will cover the topics of design, content, and accessibility, as well as important social and ethical issues associated with online publishing. Prerequisite: Full-major status.

about Web Design Publishing
Grade Mode: Standard Letter

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.

MC 4316D. Advertising Media Sales.
An overview of advertising, media selling, and salesmanship, sales strategies, sales management, and case histories designed to acquaint students with a vital function of the business. Prerequisites: Full major status, MC 1313, MC 3367.

about Advertising Media Sales
Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 4316G. Advertising Copywriting and Layout I.
This course is an introduction to the basic elements of using visual and verbal elements in print, broadcast and internet advertising to solve advertising communication problems. Prerequisites: Full major status, MC 1313, and MC 3367.

about Advertising Copywriting and Layout I
Grade Mode: Standard Letter

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.

MC 4316H. Advertising Copywriting and Layout II.
This is an advanced copywriting and ad layout class. Using the skills learned in MC 4316G, students will expand their digital techniques, art directions skills and writing capabilities to create professional level ad campaigns. Prerequisites: Full-major status and MC 4316G.

about Advertising Copywriting and Layout II
Grade Mode: Standard Letter

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.

MC 4317. Account Planning.
Hands-on introduction to applied advertising research and account planning. Primary, survey and qualitative research methods are designed, executed and presented by students for the purpose of integrating the consumer’s perspective into creative strategy. Prerequisites: Full-major status, MC 1313, MC 3367.

about Account Planning
Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 4318. Media Ethics.
The study of freedom and responsibilities of the mass media practitioners and institutions, explored within the framework of ethical theories. Consideration of values, codes of ethics, moral development, professionalism and institutional constraints as applied to the media of information, persuasion and entertainment will be examined.

about Media Ethics
Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 4319. Latinas/Latinos and the Media.
The course focuses on demographic developments related to Latinos in the US; their portrayals in the media; the effects those portrayals; the history and current status of selected Latino-oriented media and ancillary media companies and organizations; and the role of the media in Latino politics.

about Latinas/Latinos and the Media

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 4320. Public Relations Campaigns.
A comprehensive study of effective public relations in a modern society. Students learn the professional approach to the practice of public relations that includes internet applications and how to evaluate its function and value while applying ethical standards of conduct. Prerequisites: Full major status, MC 4313. (WI).

about Public Relations Campaigns
Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MC 4321. News Writing and Reporting II.
Integrating the techniques of investigative and in-depth writing and reporting across media platforms, including print and online. The study of techniques for computer-assisted reporting, database reporting, access to governmental or corporate records and the use of open records laws. Prerequisites: Full major status, MC 3321. (WI).

about News Writing and Reporting II
Grade Mode: Standard Letter

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.

This class will provide an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. We will examine persuasive approaches to behavioral change; audience, message and channel factors in campaign development. Our work will emphasize communication approaches, including mass media, social marketing and “new media.”

about Health Communication Campaigns
Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
MC 4330. Internship.
This course requires 180 hours of off-campus expe¬ri¬ence, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, full-major status, good academic standing and appropriate sequence coursework.

about Internship

3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4336B. Documentaries.
A course in reporting and production of comprehensive public affairs and feature stories for the electronic media. Prerequisite: MC 3312. (WI).

about Documentaries

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356A. Science Writing and Reporting.
Students learn to interpret complex concepts and present accurate, engaging news and feature stories about the latest research. Prerequisites: Full major status, MC 1313.

about Science Writing and Reporting

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356B. Editorials, Columns, and Reviews.
The study and writing of newspaper, magazine and online editorials, columns, and books, film and music reviews. Prerequisites: Full major status, MC 1313.

about Editorials, Columns, and Reviews

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356C. Community Affairs.
A lecture-discussion course, dealing with the coverage of local economy and business, government and social services functions as well as political activities like elections and lobbying efforts. Prerequisites: Full major status, MC 1313.

about Community Affairs

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356F. Feature Writing.
A course designed to expose students to the art of feature writing through the study of acclaimed works of literary journalism. Students will develop a narrative voice of their own while studying and analyzing the techniques of a diverse group of writers. Prerequisites: Full major status, MC 1313. (WI).

about Feature Writing

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356G. Magazine Writing.
This course introduces students to long form nonfiction writing for magazines. Crafting longer pieces requires a honed set of skills that includes deft interviewing and observation, an understanding of structure and pace and powers of discernment and nuance. Prerequisites: Full major status, MC 1313. (WI).

about Magazine Writing

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356H. Multimedia Journalism.
Students will be introduced to topics related to online journalism. Topics covered will include the online journalism profession, Web credibility, online reporting sources, cyberlaw including libel and copyright, blogging and podcasting, and basic multimedia design. Students will both critique and create online materials. Prerequisites: Full major status, MC 1313.

about Multimedia Journalism

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356I. Visual Storytelling.
This course is an introduction to basic elements of video journalistic storytelling for today’s converged newsrooms. Students gather information using journalism practices, such as in-person interviews, and learn to use video newsgathering technologies to produce stories for online and other digital platforms. Prerequisite: Full major status.

about Visual Storytelling

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4357. Sports as News.
This course emphasizes the reporting, writing and production of content for both print and electronic media. Students will interview players, coaches and administrators of collegiate athletics and work with media professionals to better understand challenges and demands of contemporary sports coverage. Prerequisites: Full major status, MC 1313.

about Sports as News

3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Grade Mode: Standard Letter
MC 4376C. Public Relations Case Studies.
Public Relations Case Studies will seek, with case studies and problems, to help future practitioners develop agility in the principles and the application of effective two-way communications in a wide variety of situations likely to confront them and their employers. Prerequisites: Full major status, MC 1313, MC 3343.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Public Relations Case Studies

MC 4376D. Public Relations Writing & Design.
Students will gain a broad understanding of the wide range of print publications and writing assignments found in public relations. They will learn how to research, organize, write and design a variety of print pieces for targeted audiences using a popular design and layout program. Prerequisites: Full major status, MC 1313, MC 3343. (WI), about Public Relations Writing & Design
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Public Relations Writing & Design

MC 4376E. Public Relations Fundraising and Special Events.
This specialized course deals with the development and implementation of fundraising. Topics include grants, special events, and annual/capital campaigns. Prerequisites: Full major status; MC 1313 and MC 3343. about Public Relations Fundraising and Special Events
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Public Relations Fundraising and Special Events

MC 4376F. Strategic Communication in the UK and France.
This course will explore advertising and public relations practices in the UK and France through readings, discussion and study tour site visits media organizations in London and Paris. Marketing practices abroad will be compared to those in the U.S. about Strategic Communication in the UK and France
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Strategic Communication in the UK and France

Students will be introduced to topics related to digital/online media and mass communication. Course covers the effects of the Internet and related technologies on the fields of journalism, interactive advertising and public relations, search engines, personal branding, social networking and mobile platforms. about Fundamentals of Digital and Online Media
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter
about Fundamentals of Digital and Online Media

MC 4382L. Feature Writing and Freelancing.
This course is designed to introduce students to the technical expertise, research methods, interviewing skills and narrative techniques pertinent to feature writing. The course also explores how to target a feature story to a specific audience and how to submit feature stories for publication to newspapers and magazines. (WI), about Feature Writing and Freelancing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics|Writing Intensive
Grade Mode: Standard Letter
about Feature Writing and Freelancing

MC 4382N. Seminar in American Journalism: National Writers Workshop.
This is a seminar in current issues in American journalism. National Writers Workshops bring together journalists to discuss issues in the industry and offer sessions on many media topics. Prior to the NWW we will study the literary form used by presenters and the issues being presented at the workshop. about Seminar in American Journalism: National Writers Workshop
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Seminar in American Journalism: National Writers Workshop

MC 4382O. Travel Journalism.
Exploration of techniques of writing journalistic travel narratives for the media. The course may involve travel at the student’s own expense. about Travel Journalism
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Travel Journalism

MC 4382Q. Media in Asia and Southeast Asia.
This course will study media systems in Asia and Southeast Asia and examine the different socioeconomic contexts and patterns of information flow. about Media in Asia and Southeast Asia
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Media in Asia and Southeast Asia

MC 4382R. Media Violence.
This course examines the relationship between exposure to media violence (TV, movies, video games) to aggressive behavior. It will introduce you to the most important published research in this study area as well as to the continuing controversy as to how, or even whether, media violence leads to aggressive behavior. about Media Violence
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Media Violence
MC 4382T. Coding and Data Skills for Communicators.
Students are introduced to programming and data concepts relevant to communicators. Data visualization and storytelling tools and techniques are covered as related to journalism, advertising, and public relations. Prerequisites: Full major status and MC 4315.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Coding and Data Skills for Communicators

MC 4382U. Advanced Social Media and Analytics.
This course will provide students with an advanced understanding of social media, marketing plans and social media analytics. Students will build company and/or journalistic profiles on the top social networks - Facebook, Twitter, Pinterest, YouTube, Instagram and more - to engage with audiences and communities and utilize analytical tools to track success. Prerequisite: Full major status and MC 4381 with a grade of C or higher.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Advanced Social Media and Analytics

MC 4382V. Mobile Media and Development.
This course will introduce students to mobile communication and production that is relevant to mass communication. As mobile devices are a vital communication medium in our everyday life, it is essential to understand how mobile communication works and how to effectively produce online content for mobile devices. Prerequisite: Full major status and MC 4315 with a grade of C or higher.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Mobile Media and Development

MC 4382W. Digital Media Innovation Capstone.
This course will explore innovation and creativity associated with digital entrepreneurship. Through a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. about Digital Media Innovation Capstone
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter
about Digital Media Innovation Capstone

MC 4386. Journalism Project.
This is a senior portfolio course integrating a variety of journalism skills to produce a substantial work ready for publication online and in print. Students will combine elements of writing and visual storytelling to produce an original collection of journalism. Prerequisites: Full major status, MC 3321. (WI).
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Journalism Project

Required of, and open only to, graduate teaching and instructional assistants as a condition of employment. This course provides training and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. Graded on a credit (CR), no-credit (F) basis.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships
about Teaching Techniques in Mass Communication

MC 5199B. Thesis.
This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC 5399A and completed course work.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit
about Thesis

MC 5255. Teaching Techniques in Mass Communication.
Required of, and open only to, graduate teaching and instructional assistants as a condition of employment. This course provides training and planned periodic evaluations of instructional responsibilities. This course does not earn graduate degree credit. Graded on a credit (CR), no-credit (F) basis.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships
about Teaching Techniques in Mass Communication

MC 5299B. Thesis.
This course represents a student’s continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC 5399A and completed course work.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit
about Thesis

MC 5301. Mass Media and Society.
A seminar devoted to analysis and discussion of significant contemporary issues in mass communication, including a study of the history of the development of mass communication media. about Mass Media and Society
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Mass Media and Society
Investigation of the tools and techniques of both qualitative and quantitative research methods used in the study of mass communication, including surveys, content analysis, experimental designs and case studies.

about Research Methods in Mass Communication

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5303. Theories of Mass Communication.
Examination of the literature of mass communication theory and discussion of theoretical approaches and models.

about Theories of Mass Communication

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5304R. Digital Video Production.
This course is designed for the novice student with emphasis on pre- and post- digital video production activities from research to final project. The course involves discussion, development and analysis of digital videos and their applications. Students will explore techniques used in writing and producing short digital videos.

about Digital Video Production

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

MC 5304T. Health Communication Campaigns.
Provides an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. Examines persuasive approaches to behavioral change as well as audience, message and channel factors in health-campaign development. Emphasizes communication approaches, including mass media, social networking and new media.

about Health Communication Campaigns

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

MC 5304W. Web Content Management Systems.
Web Content Management Systems. (0-3) Students in this class will develop advanced Web building skills. Specifically, students will be introduced to various Web Content Management Systems and taught how to use these applications to manage content and build Web sites efficiently. Prerequisite or corequisite: MC 5312 or consent of instructor.

about Web Content Management Systems

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

MC 5304X. Media Systems in Latin America.
This course will examine media systems within their historical, political and economic contexts in Latin America. Media markets in Latin America and their links to Spanish-language and other Latino-oriented media and markets in the U.S. will also be studied.

about Media Systems in Latin America

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5304Y. Feature Writing.
This course provides an in-depth understanding of the technical expertise, research methods, interviewing skills and narrative techniques pertinent to feature writing. The course also explores how to target a feature story to a specific audience and how to submit feature stories for publication to newspapers and magazines, print and online.

about Feature Writing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5304Z. SXTXState Project.
This course involves coverage of the South By Southwest Interactive Conference. Students apply and are selected for the project. Students prepare for the event, attend panels, interview participants and maintain the website and social media. Restricted to Mass Communication Graduate Students. Prerequisite: MC 5312 or consent of instructor.

about SXTXState Project

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5306A. Digital Media Entrepreneurship.
This course will explore innovation and creativity associated with digital entrepreneurship. Through a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. Restricted to Mass Communication Graduate Students.

about Digital Media Entrepreneurship

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5307. Project.
A major communication effort, the purpose of which is to demonstrate command of the skills necessary to work at advanced levels in mass communication. For example, it may be broadcast documentary, advertising or public relations campaign, or a newspaper series. Prerequisite: Consent of graduate advisor.

about Project

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

about Project
MC 5308. Seminar in Advertising and Public Relations.
This course analyzes advertising and public relations issues using an integrated communication framework. Students are introduced to the advertising and public relations decision-making process, learn what problems real organizations experience and evaluate how they resolve issues in such areas as client-agency relationships, strategic planning/management, globalization, channel integration, cyber marketing, evaluation, etc.
about Seminar in Advertising and Public Relations
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Seminar in Advertising and Public Relations
MC 5309. Gender, Race, and Class and the Media.
This course takes a theoretical approach to the study of representations of gender, race, and class in the mass media and the lives of the media professionals who belong to marginalized groups. A historical overview will be followed by an in-depth look at current conditions.
about Gender, Race, and Class and the Media
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter
about Gender, Race, and Class and the Media
This course examines the media systems worldwide in different socioeconomic contexts and studies the patterns of international information flow. The course includes theories governing international communication. Students learn how and why communication takes place between different nations and the impact of this communication on individual nations.
about International Communication Issues
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter
about International Communication Issues
MC 5311. Independent Study.
Study of a special interest that offers academic or professional improvement and growth in the field of Mass Communication. May be repeated once with different emphasis for additional credit.
about Independent Study
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Independent Study
MC 5312. Online Media Design.
This course will instruct students in Web development and design and address the appropriate usage of text, graphics, sound and video on mass communication sites. The class will also address social and theoretical implications of technology, such as the digital divide, cyberlaw, e-commerce, and Web credibility and accessibility.
about Online Media Design
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter
about Online Media Design
MC 5313. Media Law.
Study of laws and regulations as they pertain to media operations and the internal and external codes that guide media behavior.
about Media Law
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Media Law
MC 5314. Strategies in Media Management.
This course offers an analysis and discussion of issues involved in digital and other media ownership and operation, including monopoly and competition, labor relations, human resource management and staffing, the politics of workplace supervision and market relations.
about Strategies in Media Management
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Strategies in Media Management
This class examines the psychology of creativity and its application in mass communication to media management, broadcasting, advertising, and public relations. Students learn a variety of ideation techniques and structured creative problem solving methods to better understand their own creative thinking process, and how to facilitate creative thinking in groups.
about Creative Problem Solving in Mass Communication
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Creative Problem Solving in Mass Communication
MC 5316. Digital Media Issues.
This course will examine the role of digital media, including the Internet, Web and mobile technologies. Issues discussed will include social media and cyberculture research, technology diffusion, data journalism and the effects of digital technologies on society and culture.
about Digital Media Issues
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Digital Media Issues
MC 5317. Advanced Online Media.
Students will gain advanced skills in multimedia layout and design. Techniques include audio/video editing, Flash development, and database management as practiced in the communication disciplines. Theoretical and practical considerations of emerging technologies to the media industry will be integrated with production techniques. Prerequisite: MC 5312 or consent of instructor.
about Advanced Online Media
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Advanced Online Media
MC 5318. Media Ethics.
The study of freedom and responsibilities of mass media practitioners and institutions, explored within the framework of ethical theories. Students will learn philosophical constructs as well as contemporary ethicists. Consideration of values, codes of ethics, moral development, professionalism, and institutional constraints as applied to media of information, persuasion, and entertainment.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Media Ethics

MC 5319. Mass Media and Politics.
The class will review key literature in the area of mass media and politics and engage in original research related to mass media and statewide, congressional and/or presidential elections. Class focus may vary by professor, e.g. Latinos in the United States.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Mass Media and Politics

This course may be taken only to fulfill mass communication background
requirements. Students will acquire knowledge of mass communication necessary for advanced studies. This course does not earn graduate degree credit. Repeatable with different emphasis.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Foundations of Mass Communication

MC 5321. Latinos and Media.
An immersion into the study of Latinos, their representations in media, and media oriented to Latinos. The course will require students to engage in in-depth research about Latinos and media issues.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Latinos and Media

This course examines multinational advertising and public relations organizations and how they function in a global marketplace. Students learn how these organizations serve specific client needs in increasingly complex societies and cultures.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about International Advertising and Public Relations Issues

This course examines current theoretical and professional issues in mass communication. This course may be repeated once with a different emphasis for credit.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Current Issues in Mass Communication

MC 5324. Media Writing.
This course is designed to impart media writing skills. Students will learn information gathering and interviewing skills, and narrative techniques pertinent to different mass media. Emphasis may vary. This course may be repeated with different emphasis.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Media Writing

MC 5325. Music Marketing.
This course integrates all areas of marketing management and relates media and marketing activities to the other functional areas of the music business, including music publishing, live entertainment, recording companies, and production. Strategic planning and analytical procedures for marketing managerial decisions and their relation with the media will be emphasized.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Music Marketing

MC 5326. Strategic Communication Campaigns.
A comprehensive study of strategic communication campaign planning with emphasis on public relations and advertising. Students will combine theory and practice to develop, coordinate and evaluate advertising/public relations campaigns for key audiences. Prerequisite: MC5308 or consent of instructor.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Strategic Communication Campaigns

This course examines the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in digital mass media. Students will learn about media influences on their perceptions of reality and their behavior, the elements of visual literacy, and multicultural and global perspectives in visual media.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Visual Communication

MC 5328. Internship in Mass Communication.
Students acquire on-the-job experience in an off-campus media setting where they can apply the skills and knowledge acquired through mass communication graduate course work. Requires 180 hours of work off-campus, a written report, and portfolio of work product. Graded on a credit (CR), no credit (F) basis. Prerequisite: Consent of the graduate advisor and internship coordinator.
3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.
Grade Mode: Credit/No Credit
about Internship in Mass Communication

This course integrates all areas of music marketing and relates music business and marketing activities to the other functional areas of the music business, including music publishing, live entertainment, recording companies, and production. Strategic planning and analytical procedures for music marketing managerial decisions and their relation with the media will be emphasized.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from Graduate GPA/Leveling
Grade Mode: Leveling/Assistantships
about Foundations of Music Marketing
MC 5352. Editing for Clear Communication.
The course explores the role of editors in gate keeping and how writing varies by audience and medium. Designed to teach students how to edit using Associated Press style while focusing on accuracy, organization, language, logic, style, and meaning. This course does not earn graduate degree credit. Repeatable with different emphasis. Prerequisites: Mass Communication major status and consent of graduate advisor.

Course Attribute(s): Exclude from Graduate GPA

Leveling

Grade Mode: Leveling/Assistantships

about Editing for Clear Communication

MC 5353. History of Mass Media.
Students will examine the growth and role of mass media in the United States from 1690 to the present in the context of the nation's history. This course does not earn graduate degree credit. Repeatable with different emphasis. Prerequisites: Mass Communication major status and consent of graduate advisor.

Course Attribute(s): Exclude from Graduate GPA

Leveling

Grade Mode: Leveling/Assistantships

about History of Mass Media

MC 5399A. Thesis.
A scholarly study of communication behavior, the purpose of which is to broaden understanding of what mass media do, how they do it, and with what effects. It may be quantitative, historical or rely upon another appropriate methodology. No thesis credit is awarded until student has completed the thesis in MC 5399B. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: Completed course work.

Grade Mode: Credit/No Credit

about Thesis

MC 5399B. Thesis.
This course represents a student's continuing thesis enrollment. The student continues to enroll in this course until the thesis is submitted for binding. Graded on a credit (CR), progress (PR), no-credit (F) basis. Prerequisite: MC5399A and completed course work.

Grade Mode: Credit/No Credit

about Thesis

MC 7304A. Seminar in Advertising and Public Relations.
Analysis and discussion of the development and role of advertising and public relations in the field of mass communication. Prerequisite: Doctoral level standing.

Course Attribute(s): Topics

Grade Mode: Standard Letter

about Seminar in Advertising and Public Relations

MC 7304B. International Communication.
A review of international communication theories and a critical examination of the world media systems and information flow patterns. Prerequisite: Doctoral level standing.

Course Attribute(s): Multicultural Content|Topics

Grade Mode: Standard Letter

about International Communication

Independent study of a specific mass communication research area. May be repeated with different emphasis for additional credit. Prerequisite: Doctoral level standing.

Grade Mode: Standard Letter

about Directed Research in Mass Communication