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

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
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
Grade Mode: Standard Letter

MC 1100H. Career Exploration: Destination America.
This career exploration course allows mass communication students to visit and network with media professionals in the United States under the direction of faculty. The career development trip focuses on outlets in media centers in the United States such as: New York, Chicago, Seattle and San Francisco. Prerequisite: Instructor approval.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 1100I. Fundamentals of Layout and Design.
Students will learn desktop publishing basics using Adobe Creative Suite's InDesign. The course will cover topics including creating documents for print or digital use, mastering tools required to create a simple page layout consisting of text and imagery and preparing files for review or publication.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 1100J. Editing and Enhancing Digital Imagery.
Students will learn how to edit, enhance, and create digital imagery for print and web use. Adobe Creative Suite's Photoshop will be used for photos and pixel-based images. Students will use Illustrator to work with illustrations and vector-based images.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 1100K. Social Media Analytics Platforms.
This course will prepare students for and assist them in achieving social media certifications. Prerequisite: MC 4381 with a grade of "C" or better.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 1100L. Park Storytelling.
This course will explore new tools and skills relevant to the digital age, particularly the usage of smart phones in storytelling. Students will use those skills to produce video content in a park. Prerequisite: MC 4381 with a grade of "C" or better.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
MC 1100M. Drone Bootcamp.
This course will explore new tools and skills relevant to the digital age, particularly the usage of drones in reporting, videography and multimedia, and prepare students to take the FAA exam.
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 1100O. Freelancing for Media Professionals.
This course provides a practical overview of business topics related to all media and communication fields. Students will learn the art of freelancing, networking, negotiating and other topics designed to assist in developing their career.
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 1100P. Data Journalism.
This course provides students with a basic background in using data to tell journalistic stories. Topics include the collection, cleaning and analysis of data, as well as fundamental techniques of data visualization, including the production of static graphs and interactive components. Prerequisite: MC 4381 with a grade of "C" or better.
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 1100Q. Post-Production Video.
This course introduces students to, and teaches best practices for applied digital video effects. Topics include: video editing, video animation, green-screen keying, color correction and other visual effects.
1 Credit Hour. 1 Lecture Contact Hour. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

This course explores how companies use their brands to create awareness, shift perceptions, gain market share and connect emotionally to consumers. Students will examine how these techniques can be applied to their personal brand.
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. Media Writing.
This course is an introduction to the major forms of Media Writing: electronic media, journalism, public relations and digital. (WI).
3 Credit Hours. 1 Lecture Contact Hour. 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. Prerequisite: Minimum 2.0 Overall GPA and instructor approval.
1 Credit Hour. 0 Lecture Contact Hours. 4 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

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. (WI) Prerequisites: MC 1313 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter

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. Restricted to full major status.
3 Credit Hours. 2 Lecture Contact Hours. 4 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter

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

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. (WI) Prerequisites: MC 3306 and [MC 3311 or MC 4324] both with grades of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 4 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter

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
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. (WI) Prerequisites: MC 1313 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter

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

MC 3355. Mass Media and Society.
This course offers 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 of public issues, morals and tastes; and other contemporary issues within a global media context.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 3360. Public Relations Research.
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

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

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 and MC 3367 and MC 4317, all with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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

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 and MC 3343 or MC 3367, all with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 3383. Editing and Managing Content.
Students will incorporate words, images, sound and data into storytelling across platforms. This course tightens the focus on audience, accuracy, meaning, logic, organization, style and form. (WI). Prerequisites: MC 1313; with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter

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

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

MC 4130. Internship.
This course requires a minimum of 100 hours of off-campus experience, written contract with internship coor-dinator 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

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
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

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

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

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 and MC 3367, all with a grade of "C" or better.
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Lab Required
Grade Mode: Standard Letter

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

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

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. (WI) Prerequisites: Full major status, MC 4316G and MC 4317 and MC 3372; a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

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

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

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

MC 4311. Independent Study.
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.
3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.
Course Attribute(s): Exclude from 3peat Processing
Grade Mode: Standard Letter

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. Restricted to full major status.
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Grade Mode: Standard Letter

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. (WI) Prerequisites: Full major status, MC 1313 and MC 3343; a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Lab Required/Writing Intensive
Grade Mode: Standard Letter

MC 4315. Web Design Publishing.
Students will develop skills in webpage 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, MC 1313 and MC 4381; a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter
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 and MC 3367, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4316H. Advertising Copywriting and Layout.
This is a copywriting and ad layout class. Using the skills learned in MC 4333, students will expand their digital techniques, art direction skills and writing capabilities to create professional level advertising campaigns. Prerequisites: Full-major status and MC 4333 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
Grade Mode: Standard Letter

MC 4316I. Advanced Strategic Account Planning.
This course will expand upon skills learned in Account Planning to further students' ability to define business problems, analyze data, discover insights and define appropriate communications strategy. Students will use research techniques including secondary, qualitative and quantitative methods to deliver strong, informational and inspirational creative briefs, strategy documents and presentations. Prerequisite: MC 4317, with a grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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 3367; a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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

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

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. (WI). Prerequisite: Full major status; MC 3360 and MC 4313; and one course from MC 3390 or MC 4315 or MC 4326; a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

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

MC 4323. 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 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter

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.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4325. 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, MC 4315 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4326. 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 social networks - Facebook, Twitter, Pinterest, YouTube, Instagram and more - to engage with audiences and communities and utilize analytical tools to track success. Prerequisites: Full-major status, MC 4381 with a grade of "C" or better.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter
MC 4327. 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. Prerequisites: Full-major status, MC 4315 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4328. 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. Prerequisites: Full-major status, MC 4315 and MC 4382U or MC 4326 with a grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

Sports Media explores the synergy among sports, athletes, media, public relations, advertising-marketing-promotion, and sports information disciplines and audiences in a multiplatform media environment. Through class activities and practical experiences, students analyze media—newspapers, magazines, books, movies, radio, TV, online, forums, blogs and social media—in relationship to the sports industry. Prerequisite: Full major status.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4330. Internship.
This course requires 180 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.
3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4331. Strategic Sports Communication.
This course focuses on the application of communication strategies and tactics used by sports teams and leagues to manage relationships with various stakeholders and promote their brand using multiple mass media channels. Students will learn about emerging trends in strategic sports communication and the sociological aspects of sports fans. Prerequisites: Full major status; MC 4382X or MC 4329, a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4332. Public Relations Fundraising and Special Events.
A specialized course dealing with the development and implementation of fundraising. Topics include grants, special events, and annual/capital campaigns. Prerequisite: MC 1313 and 3343; A minimum grade of "C" is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4333. Creative Thinking & Advertising Concepting.
This course focuses on the advancement of creative thinking and translating those skills into developing a creative concept to support an advertising strategy. This class will provide tools to develop ideas, and an understanding how the creative team works with other teams in advertising. Prerequisite: MC 3367 and MC 4317; A minimum grade of "C" is required in all prerequisites.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

This is a senior portfolio course integrating a variety of mass communication skills to produce a substantial project or research for the Mass Communication major capstone. Students work with the guidance of their supervising professor to complete the project or research. Prerequisite: MC 3360 and MC 4305; A minimum grade of "C" is required in all prerequisites.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
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).
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4336E. Code Camp I.
Students are immersed in programming concepts relevant to communicators. Students will practice document object model manipulation using JavaScript and jQuery to create interactive Web projects. Prerequisite: MC 4315 with a letter grade of B or better.
Corequisite: MC 4336F.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4336F. Code Camp II.
Students are immersed in data and visualization concepts relevant to communicators. Students will create interactive data visualization projects to be presented on the Web. Prerequisite: MC 4315 with a grade of "B" or better.
Corequisite: MC 4336E.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4336G. Immersive Storytelling: Virtual Reality and 360 Video.
This course will examine new storytelling opportunities brought on by virtual reality and 360 video. It will provide a framework for understanding how this new platform can be used by the media to communicate with audiences and communities. Prerequisite: MC 4381; A minimum grade of "C" is required in all prerequisites.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
MC 4337. Data Journalism.
Students will use a variety of tools and software to acquire and analyze data to produce news stories and data visualizations. Prerequisite: MC 1313, MC 4381; with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
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 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics|Writing Intensive
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 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive
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 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive
Grade Mode: Standard Letter

MC 4356D. 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. (WI) Prerequisites: Full major status, MC 1313 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive
Grade Mode: Standard Letter

MC 4356E. 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. (WI) Prerequisites: Full major status, MC 1313 with a grade of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive
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, MC 4382X (current)/ MC 4329 (fall 2017); a grade of "C" or better is required in all prerequisites.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Grade Mode: Standard Letter

MC 4376A. 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 and MC 3343, all with a grade of "D" or better. (WI).
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive
Grade Mode: Standard Letter

MC 4376B. Public Relations Case Studies.
Students will be introduced to topics related to digital/onine 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.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

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.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter
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).
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

MC 43820. Travel Journalism.
Exploration of techniques of writing journalistic travel narratives for the media. The course may involve travel at the student’s own expense.
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

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

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

MC 4382Y. Mobile Storytelling in the Park.
This course will explore new tools and skills relevant to the digital age, particularly the usage of smart phones in storytelling. Students will use those skills to produce video content as part of a weekend in a state park.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

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. (WI) Prerequisites: MC 3383, MC 4337, and MC 4323, all with grades of "C" or better.
3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter

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.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships

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. Prerequisite: MC 5399A and completed course work.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Graduate Assistantship|Exclude from Graduate GPA
Grade Mode: Leveling/Assistantships

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. Prerequisite: MC 5399A and completed course work.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
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. Prerequisite: MC 5324. Corequisite: MC 5303 or MC 5302.

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

MC 5306B. The Psychology of Social Media.
This course reviews social cognitive theories and research about the way social media users both produce and consume social media messages. It will examine clinical psychological and psychiatric effects that take place among social media users who do not have a clinical diagnosis. Corequisite: MC 5302 or MC 5303.

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

MC 5306F. Content Analysis.
Content analysis is a systematic way to analyze the content of documented communications, whether they are written, audio/visual or digital. This course will examine the methodological steps involved in conducting a quantitative content analysis, design and execute a content analysis study. Corequisite: MC 5303 or MC5302.

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

MC 5306H. Foundations For Mass Communication Graduate Studies.
This course will familiarize students with the structure of the mass communication discipline, prominent theorists and historical developments, as well as expose them to the process of research and writing in the discipline of mass communication. Corequisites: MC 5302 or MC 5303.

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

MC 5306L. Collecting, Analyzing and Presenting Data.
This course will introduce students to skills for working with data as well as perspectives from which to think critically about the use of data in contemporary society. It will focus on three stages of working with data: collection, analysis and presentation. Corequisite: MC 5302 and MC 5303.

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

MC 5306M. Social Media Strategies, Campaigns and Analytics.
This course will examine the methodological steps involved in conducting a quantitative content analysis, design and execute a content analysis study. Corequisite: MC 5303 or MC 5302.

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

MC 5306N. Mass Communication History.
History of Mass Media is a course that examines the development of the American mass media, including advertising and public relations, from 1690 to the present. Corequisite: MC 5303, MC 5302.

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

MC 5307. Project.
A major communication effort 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. This course is the master's capstone for those on the professional project track. Prerequisite: Departmental approval.

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

MC 5308. Seminar in Strategic Communication.
This course broadens students’ understanding of issues related to advertising and public relations through an integrated communication perspective. Students learn the 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 and globalization. Corequisite: MC 5302 or MC 5303.

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

MC 5309. Gender, Race, and Class in the Media.
This course takes a theoretical approach to the study of representations of gender, race, and class in the mass media. A historical overview will be followed by an in-depth look at current conditions. (MULT). Corequisite: MC 5303 or MC 5302.

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

MC 5309L. Refugees, Nonprofit Organizations and Strategic Communication.
This course analyzes strategic communication of nonprofit organizations serving refugees and asylum seekers. Students are introduced to organizations that serve these marginalized populations in Texas and to the problems, challenges and opportunities these organizations face. Students will conduct research and produce a project on an issue related to this topic. Corequisite: MC 5302 and MC 5303.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat ProcessingTopics
Grade Mode: Standard Letter
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. (MULT). Corequisite: MC 5303 or MC 5302.

Grade Mode: Standard Letter

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. Prerequisite: Departmental approval.

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

Course Attribute(s): Multicultural Content

Grade Mode: Standard Letter

MC 5312. Digital Media Design.
This course instructs students in Web development and design. Students learn Hypertext Markup Language (HTML) and Cascading Stylesheets (CSS) coding and are introduced to graphics and multimedia programs and web development frameworks. The class addresses the history and social implications of creating for the web. Prerequisite: MC 5334. Corequisite: MC 5303 or MC 5302.

3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.

MC 5313. Media Law and Ethics.
Study of laws and regulations as they pertain to media operations and the internal and external codes that guide media behavior. Freedom and responsibilities of the mass media practitioners and institutions will also be explored within the framework of ethical theories. Corequisite: MC 5302 or MC 5303.

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

Grade Mode: Standard Letter

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 Corequisite: MC 5302 or MC 5303.

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

Grade Mode: Standard Letter

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. Corequisite: MC 5303 or MC 5302.

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

Grade Mode: Standard Letter

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 cyberspace research, technology diffusion, data journalism, analytics and the effects of digital technologies on society and culture, with a focus on ethics and regulation. Corequisite: MC 5303 or MC 5302.

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

Grade Mode: Standard Letter

MC 5317. Advanced Digital Media.
This course builds on web development skills to create interactive presentations and data visualizations. Students are introduced to advanced programming and data concepts relevant to communicators. Theoretical and practical considerations of emerging technologies to the media industry will be integrated with production techniques. Prerequisite: MC 5312. Corequisite: MC 5302 or MC 5303.

3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.

Course Attribute(s): Lab Required

Grade Mode: Standard Letter

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. Corequisite: MC 5302 or MC 5303.

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

Grade Mode: Standard Letter

MC 5319. Mass Media and Politics.
The class will review key literature in the area of mass media and politics. It examines the relationship between the press and the government, as well as how the mass media covers politics at the statewide and national level. Corequisite: MC 5303 or MC 5302.

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

Grade Mode: Standard Letter

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. Corequisite: MC 5302 or MC 5303.

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

Grade Mode: Standard Letter

This course provides an in-depth examination of multinational communication organizations, including news media, public relations, and advertising companies. In addition, the course examines organizational roles, impact and strategic functions in a global marketplace. Students will evaluate case studies of how global organizations serve diverse audiences and clients. Prerequisite: MC 5310 with a grade of "B" or better; MC 5302; MC 5303.

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

Grade Mode: Standard Letter
This course examines current theoretical and professional issues in mass communication. This course may be repeated once with a different emphasis for credit. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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. Students will produce media pieces that could be published across a wide variety of media outlets. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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: MC 5302, MC 5303; MC 5308 with a grade of "B" or better; MC 5338 with a grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5328. Digital Story Production.
This course involves discussion, development and analysis of multimedia stories, documentary video, and digital media. Students explore digital media techniques used in writing and producing multimedia stories. They learn visual aspects of storytelling and how to produce digital stories. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5329. Media Systems in Latin America.
Students analyze media systems Latin America within their historical, cultural and political contexts. The course provides a comparative perspective of the role of the media within the region, their national markets and international Latino market. Students will ground these investigations with theories of international communication and information flow. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 5330. 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, a portfolio of work product, and a supervisor's evaluation. Prerequisite: Departmental and Instructor approval. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.
Grade Mode: Credit/No Credit

MC 5332. SXTXState Project.
This course involves attendance at and coverage of the South By Southwest Interactive Conference. Students will prepare for the event, attend panels, interview participants and produce digital content about the experience. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5333. Digital Media Entrepreneurship.
This course explores innovation and creativity associated with digital entrepreneurship. Students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. Students will research and develop their own digital media products. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5334. Storytelling Across Platforms.
Students learn the tools, channels and techniques available for multimedia storytellers. The course introduces new and emerging ways to tell stories, including social media, photo and video platforms, branding and audience engagement, mobile media and data visualization. Prerequisite: MC 5328. Corequisite: MC 5302 or MC 5303.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

MC 5335. Code Camp I.
Students are immersed in programming concepts relevant to communicators. Students will practice document object model manipulation using appropriate software to create interactive Web projects. Prerequisite: MC 5312; with a grade of "B" or better. Corequisite: MC 5336.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter

MC 5336. Code Camp II.
Students are immersed in data and visualization concepts relevant to communicators. Students will create interactive data visualization projects. Prerequisite: MC 5312; with a grade of "B" or better. Corequisite: MC 5335.
3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Grade Mode: Standard Letter
MC 5337. Global Media in the Connected World.
Students will examine the prospects, challenges and applications of
global media in areas such as socioeconomic development, political
participation, digital divide, strategic communication, global crises and
global entertainment. This course will critically analyze the role and use
of traditional, digital and social media in a connected world. Prerequisite:
MC 5302; MC 5303; MC 5310 with a grade of "B" or better; MC 5322 with a
grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MC 5338. Ethics and Crisis in Strategic Communication.
Students will examine strategic communication practices throughout
the stages of a crisis and ethical considerations. Special emphasis is
placed on the crisis cycle, media relationships, image restoration, ethical
responses, and organizational learning. Prerequisite: MC 5302; MC 5303;
MC 5308 with grade of "B" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

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. Prerequisite: Completed course work.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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. Prerequisite: MC 5399A and completed course work.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MC 5999B. 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. Prerequisite: MC 5399A and completed course work.
5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

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

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

Independent study of a specific mass communication research area. May
be repeated with different emphasis for additional credit. Prerequisite:
Doctoral level standing.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter