School of Journalism and Mass Communication

Old Main Building Room 102
T: 512.245.2656 F: 512.245.7649
www.masscomm.txstate.edu

The School of Journalism and Mass Communication is an ACEJMC accredited program that offers a curriculum that introduces students to the broad framework of mass communication, emphasizing what is common and fundamental to advertising, electronic media, journalism and public relations.

The mission of the School of Journalism and Mass Communication is to pursue excellence. Our programs strive to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be socially responsible media professionals, scholars and citizens. Students may earn a Bachelor of Arts in Mass Communication or a Bachelor of Science degree with a major in Advertising and Mass Communication, Electronic Media and Mass Communication, Journalism and Mass Communication, or Public Relations and Mass Communication.

Students may gain experience by working in student media, such as the University Star, KTSW 89.9 FM, Bobcat Update/Channel 23 News, Bobcat Promotions, and through internships outside the school. They also have the opportunity to participate in intercollegiate competitions through organizations such as the American Advertising Federation, Public Relations Society of America, Texas Intercollegiate Press Association, National Broadcast Society, and the Society of Professional Journalists.

To earn a Bachelor of Science degree students must complete 120 semester hours, which includes the general education core curriculum requirements, B.S. support coursework requirements, 40 hours in the major, and a minor outside the school. No more than 48 hours of Mass Communication may be counted toward degree requirements. Due to ACEJMC accrediting standards at least 72 hours of the total degree must be outside of MC prefix courses. As a result no more than 48 hours of Mass Communication coursework may be counted toward the minimum 120 hours degree requirements. Students should keep this in mind when considering minor, concentration and open elective options.

To earn a Bachelor of Arts degree in Mass Communication, students must complete 120 semester hours, which includes the general education core curriculum requirements, B.A. degree requirements, 33 hours in Mass Communication, and a minor outside the school. No more than 48 hours of Mass Communication may be counted toward the minimum 120 hour degree requirements.

For the B.S. degree community college transfer students may apply no more than 13 semester credit hours of mass communication transfer courses to their degree. Transfer students from four-year institutions may apply no more than 19 semester credit hours of mass communication transfer courses to their degree. Regardless of transfer coursework at least 21 hours of the major coursework must be earned at Texas State.

For the B.A. degree community college transfer students may apply no more than 12 semester credit hours of mass communication transfer courses to their degree. Transfer students from four-year institutions may apply no more than 15 semester credit hours of mass communication transfer courses to their degree.

At the Round Rock Campus only the Bachelor of Arts major in Mass Communication degree program is offered.

Special Requirements

1. Any student admitted to Texas State may declare and be admitted to the program under a temporary status called pre-mass communication. Once a student has accumulated at least thirty credit hours and meets the requirements outlined below, the student will be admitted to the school in full-major status. Students who fail to meet these requirements will not be admitted to the major.

   a. An overall GPA of at least a 2.5 on a 4.0 scale.

   b. A grade of a “C” or higher in the following courses or their equivalents:

      | Course       | Credit |
      |--------------|--------|
      | ENG 1310     | 3      |
      | ENG 1320     | 3      |
      | COMM 1310    | 3      |
      | MC 1100B     | 1      |
      | MC 1301      | 3      |

   1 Note: Or a score of 70 or higher on the school's Punctuation, Usage and Grammar (PUG) test.

2. General education core curriculum options should be discussed with an academic advisor. Requirements and choices are listed in the Academic Services section.

3. The Punctuation, Usage and Grammar (PUG) test is given by the Texas State Testing, Research-Support and Evaluation Center on the main campus. The PUG is administered weekly; call 512.245.2276 for testing times. There is a fee of $40 per test. Students enrolled at the Round Rock Campus should call the One Stop Center at (512) 716-4000 for testing information.

4. In an effort to promote the academic welfare of all Mass Communication students, the school strongly recommends that all students seek academic advising each semester. In certain situations, students may have an advising hold placed on their records. Advisors are available year round to assist students with academic issues and concerns. Students can call 512-245-1932 to make an advising appointment.

5. All students must earn a “C” or higher in each of four core courses in Mass Communication, which include:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
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<tbody>
<tr>
<td>MC 1301</td>
<td>3</td>
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<tr>
<td>MC 1313</td>
<td>3</td>
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<tr>
<td>MC 4301</td>
<td>3</td>
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<td>MC 4381</td>
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</tbody>
</table>

6. Students must earn a “C” or higher in all prerequisite courses, as listed by major:

   - Advertising and Mass Communication
     | Course       | Credit |
     |--------------|--------|
     | MC 1313      | 3      |
     | MC 3367      | 3      |
     | MC 3372      | 3      |
     | MC 4316G     | 3      |
     | MC 4317      | 3      |

   - Electronic Media and Mass Communication
     | Course       | Credit |
     |--------------|--------|
     | MC 1301      | 3      |
Mass Communication

The Mass Communication (B.A.) sequence emphasizes theory and research for students interested in graduate school and also provides flexibility for students to study other areas of mass communication.

Journalism and Mass Communication

The Journalism (B.S.) sequence prepares students to be reporters, editors, designers and visual journalists. An emphasis is placed on writing and multimedia skills. Students are encouraged to work with campus media outlets, including the University Star newspaper, and to seek internships with media organizations off-campus.

Public Relations and Mass Communication

Based on the skills of writing, graphics and internet tools, Public Relations (B.S.) students learn to develop strategies to effectively communicate carefully designed messages to audiences important to their organizations. Students have opportunities to practice their skills in Bobcat PRomotions, the student-run public relations agency, and in internships in Texas and major cities in the United States.

Concentrations in Digital Media and Multimedia Production

Any student pursuing a B.S. degree in the School of Journalism and Mass Communication may elect to add a concentration in Digital Media or Multimedia Production. Students who elect to add a concentration can apply the 9 hour concentration towards the 12 hours of advanced MC electives required of the B.S. degree.

Digital Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 4315</td>
<td>Web Design Publishing</td>
<td>3</td>
</tr>
<tr>
<td>Choose two courses from:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MC 3390</td>
<td>Media Design</td>
<td></td>
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<tr>
<td>MC 4356H</td>
<td>Multimedia Journalism</td>
<td></td>
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<tr>
<td>MC 4356I</td>
<td>Visual Storytelling</td>
<td></td>
</tr>
<tr>
<td>MC 4382T</td>
<td>Coding and Data Skills for Communicators</td>
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</tbody>
</table>

Multimedia Production

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 3319</td>
<td>Visual Communication</td>
<td>3</td>
</tr>
<tr>
<td>Choose two courses from:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MC 3311</td>
<td>Video Production</td>
<td></td>
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<tr>
<td>MC 3312</td>
<td>Television News</td>
<td></td>
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<tr>
<td>MC 3390</td>
<td>Media Design</td>
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<tr>
<td>MC 4312</td>
<td>Photojournalism</td>
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<tr>
<td>MC 4356I</td>
<td>Visual Storytelling</td>
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Bachelor of Arts (B.A.)

- Major in Mass Communication (http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass-mass-communication-ba)

Bachelor of Science (B.S.)

- Major in Advertising and Mass Communication (http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/advertising-mass-communication-bs)
Courses in Mass Communication (MC)

MC 1100A. Careers in Media.
Students engage in career exploration in the media professions. about Careers in Media
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.
about Grammar for 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
about Grammar for Journalists

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.
about Seminar in Sports Broadcasting
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 Seminar in Sports Broadcasting

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.
about Digital Entrepreneurship
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 Digital Entrepreneurship

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.
about Digital Media Tools and 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
about Digital Media Tools and Skills

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.
about Digital Media Innovation Concepts
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 Digital Media Innovation Concepts

Minors

- Mass Communication
- Journalism
- Second Teaching Field in Journalism (Grades 8-12)

Information about graduate programs can be found in the Graduate Catalog (http://mycatalog.txstate.edu/graduate).
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.
CourseAttribute(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

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 4356I. (WI).

3 Credit Hours. 1 Lecture Contact Hour. 4 Lab Contact Hours.
Course Attribute(s): Lab Required|Writing Intensive
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.

about Introduction to Public Relations
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.

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

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.

about Research Methods in Mass Communication
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.

about Advertising
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).

about Advertising Copywriting
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.

about Advertising Media Planning
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).

about Broadcast Commercial and Promotion Writing
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.

about Programming in Electronic Media
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.

about Advertising and Public Relations Management
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).

about Editing for Clear Communication
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.

about Media Design
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.

about Management of Electronic Media
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.

about Internship
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.

about Internship
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.

about Media Law and Ethics
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.

about History of Mass Media
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.

about International Advertising
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.

about Advertising Strategy and Execution-Portfolio
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).

about Theories of Mass Communication
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.

about Advertising Competition
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 plan books and presentations. Prerequisites: Full major status, MC 4316G, MC 4317, MC 3372. (WI).

about Advertising Campaigns
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).

about Women and Minorities in the Media
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.

about Visual Literacy: Film
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.

about International Communication
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.
Grade Mode: Credit/No Credit
about Independent Study: Advertising, Broadcasting, Print Journalism, Public Relations
3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours. Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
about Advertising Copywriting and Layout I

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.
Grade Mode: Standard Letter
about Photojournalism
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours. Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Writing for Public Relations

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)
Grade Mode: Standard Letter
about Writing for Public Relations
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours. Course Attribute(s): Lab Required|Writing Intensive
Grade Mode: Standard Letter
about Web Design Publishing

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.
Grade Mode: Standard Letter
about Web Design Publishing
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours. Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Advertising Copywriting and Layout II

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

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

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 direction skills and writing capabilities to create professional level ad campaigns. Prerequisites: Full-major status and MC 4316G.
Grade Mode: Standard Letter
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing

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.
Grade Mode: Standard Letter
about Account Planning
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours. Course Attribute(s): Lab Required
Grade Mode: Standard Letter
about Media Ethics

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.
Grade Mode: Standard Letter
about Media Ethics
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Latinas/Latinos and the Media

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.
Grade Mode: Standard Letter
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.
Prerequisites: Full major status, MC 4313. (WI).
about Public Relations Campaigns
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Write
Grade Mode: Standard Letter
about Public Relations Campaigns

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

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

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.
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
about Internship

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|Write
Grade Mode: Standard Letter
about Documentaries

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|Write
Grade Mode: Standard Letter
about Science Writing and Reporting

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|Write
Grade Mode: Standard Letter
about Editorials, Columns, and Reviews

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|Lab Required|Write
Grade Mode: Standard Letter
about Community Affairs

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. Prerequisites: Full major status, MC 1313.
about Feature Writing
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Write
Grade Mode: Standard Letter
about Feature Writing

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.
about Magazine Writing
3 Credit Hours. 2 Lecture Contact Hours. 2 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Lab Required|Write
Grade Mode: Standard Letter
about Magazine Writing
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.

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.

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.

Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MC 4356C. 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.

Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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).

Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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.

Course Attribute(s): Exclude from 3-peat Processing
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.

Course Attribute(s): Exclude from 3-peat Processing
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).

Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

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.

Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter
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|Writing
Intensive
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.
about Coding and Data Skills for Communicators
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.
about Advanced Social Media and Analytics
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.
about Mobile Media and Development
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).
about Journalism Project
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