

# Media and Communication (B.A.)

Degree Type  
B.A.

## Objectives:

To provide liberal arts students a thorough foundation in the theories and applications of mass communications and an understanding of the function of communication in society. To develop broad-based skills and understanding which will prepare students for a wide variety of careers or for advanced study in communication, business, government, or law.

## Requirements

Item #	Title	Semester Hours
MCOM 101	Mass Media and Society	3
MCOM 204	Beginning Publication & Design	4
MCOM 302	Writing, Report & Editing II	3
MCOM 320	Social Media Theory and Practice	3
MCOM 390	Persuasive Communication	3
MCOM 451	Media Law & Ethics	3

## One Course From:

Item #	Title	Semester Hours
MCOM 470	Internship I	2-6
MCOM 471	Internship II	2-6
MCOM 480	Senior Project	3
Item #	Title	Semester Hours
	Complete one course from: MCOM 250, 262, 263, 271X, 301, 321X, 404, 410, 420, 430	3
Item #	Title	Semester Hours
STAT 162	Introduction to Statistics for the Social Sciences	4
	Minor or Contextual Support Area	18
	<b>Total Credits</b>	<b>53</b>

## Complete one course from: MCOM 250, 262, 263, 271X, 301, 321X, 404, 410, 420, 430

Elective Credits 3

Item #	Title	Semester Hours
MCOM 250	Women and Media	3
MCOM 262	Science Communication	3
MCOM 263	Sports Communication	3
MCOM 271X	Introduction to Film	3
MCOM 301	Advanced Media Studies	3
MCOM 321X	Advanced Expository Writing	3
MCOM 404	Advanced Publication Design	3
MCOM 410	Videography	3
MCOM 420	Advanced Reporting	3
MCOM 430	Public Relations	3

## Minor or Contextual Support Area

Elective Credits 18