

Media and Communication Concentrations

While a concentration is not required to major in Media and Communication, the opportunity exists for students to develop a specialty area. To earn a concentration, students augment their required MCOM coursework with 1) at least two concentration-specific electives, 2) at least one concentration-specific internship, and 3) an assessed concentration portfolio composed of focused assignments and projects from all of their coursework, internships, campus media, and other experiential learning opportunities. Students may also include work in their required minor (or double major) toward their concentration area.

Departmental faculty provide mentorship and enhanced advising to students seeking concentrations. Students can work with their advisors to begin concentrations early in their career and take advantage of the numerous opportunities that exist for them to build their portfolios. Concentration areas include sports communication, marketing communication, strategic communication/public relations, health communication, journalism, media/communication studies, videography, and graphic design. To declare a concentration, a student apply to and receive approval from the department and develop their plan for completion; to complete a concentration, departmental faculty review and assess the student’s portfolio in the final semester for evidence of mastery in the concentration area.

Total Credits	0
---------------	---
