

# Winthrop University

DEPARTMENT OF

# Mass Communication

The Department of Mass Communication offers courses in journalism, broadcasting, multimedia and integrated marketing communication. You may choose to major in mass communication, integrated marketing communication or, in cooperation with the Department of Computer Science, digital information design through the digital mass media track. Our faculty members have strong professional backgrounds and deep ties to the industry, and class sizes are small. Our programs will prepare you for a cutting-edge career in a variety of communication fields and industries. Upon graduation, you will excel in writing, production, creativity and leadership, with expertise in law and ethics in mass communication.

## Quick Facts

**146** Mass Communication majors

**93** Integrated Marketing Communication majors

**10.6** Average lab class size



### Guy Reel, Ph.D.

Chair, Department of Mass Communication

Welcome to mass communication – the field that is shaping and engaging the world every day. Our program focuses on building your knowledge, skills, leadership and critical thinking abilities vital to your long-term success. The department is built on a “student-first” philosophy, with faculty members doing all they can to help you receive valuable professional training while in school and job placement after graduation. We maintain strong academic and professional standards, and our program is one of only two in the state accredited by the Accrediting Council on Education in Journalism and Mass Communication.



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## Degree Programs

**Bachelor of Arts in Mass Communication with Concentrations in Print and Broadcast Media**

**Bachelor of Science in Integrated Marketing Communication**

**Bachelor of Science in Digital Information Design, Digital Mass Media track (in coordination with the Department of Computer Science)**

“Over the past three years at Winthrop, I have gotten an incredible amount of individual instruction and hands-on experience.

Within my classes, the professors have not only been encouraging and helpful, but they have also helped push me past my comfort zone to excel. Through the mass communication department, I have grown as a writer and reporter.”

— Lexie DeMoya '17

## Co-curricular experiences open to all Mass Communication majors

- Internships
- Study Abroad
- Undergraduate Research

## Extra-curricular activities open to all Mass Communication majors

- Student Newspapers and Radio
- Professional Organizations
- Service Learning

# Freshman Class Schedule

## Mass Communication

ACAD 101	Introduces first-year students to the concepts, resources, and skills necessary for successful higher learning and facilitates the student's adjustment to the learning academy.
WRIT 101	Introduces students to college-level, thesis-driven, research-based writing. Focus on planning, organizing, and developing persuasive essays.
MCOM 205	Introduction to the field of mass communication.
SPAN 101	Elementary Spanish (or other foreign language).
MATH 150	A study of basic skills and applications necessary for critical thinking in a quantitative world.
CSCI 101 & 101B, F, N	Introduction to computers and information technology concepts; labs in Photoshop, InDesign and Excel.

## Integrated Marketing Communication

ACAD 101	Introduces first-year students to the concepts, resources, and skills necessary for successful higher learning and facilitates the student's adjustment to the learning academy.
WRIT 101	Introduces students to college-level, thesis-driven, research-based writing. Focus on planning, organizing, and developing persuasive essays.
MATH 151	Study of the algebraic skills needed to perform computations in applied settings.
IMCO 105	Introduction to integrated marketing communication.
SPAN 101	Elementary Spanish (or other foreign language).
CSCI 101 & 101B, C, F & N	Introduction to computers and information technology concepts; labs in Access, Photoshop and InDesign.
PSYCH 101	Introductory survey in psychology.

“The mass communication department taught me skills that not only applied to my major but life in general. In mass comm classes, you are not just a number. Professors take the time to get to know you. The professors in the department really care about students and their futures.”

— Susan Clark '13

## Potential Careers

### In Mass Communication

Newspaper Journalism  
Broadcast Journalism  
Integrated Marketing Communication  
Event Planning  
Multimedia Journalism  
Public Relations  
Advertising  
Marketing  
Corporate Communication  
Media Management  
Broadcast Production  
Organizational Communication  
Magazine Journalism

## Scholarship and Other Opportunities

**Stewart Haas Memorial Scholarship:** Mass Communication major, emphasis in print, renewable to rising junior or senior who maintains a 3.0 GPA.

**Lawrence Timbs Landmark Diversity Scholarship:** Applicants must be sophomores or juniors, have a 2.5 GPA or better and must write an essay on the value of diversity in the newsroom.

**South Carolina Broadcasters Association:** Open to students interested in broadcast journalism; applicants must write an essay about why they are interested in broadcasting and how the scholarship could help them achieve career goals.

**Marilyn Sarow Integrated Marketing Communication Internship Scholarship:** Based primarily on need; applicants must submit a letter of application explaining what the student wishes to obtain from the internship experience, what type of organization the student wishes to work for and why, and explaining the student's financial need.

For more information: [www.winthrop.edu/cas/masscomm](http://www.winthrop.edu/cas/masscomm)

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