

# BA-MCOM - Bachelor of Arts in Mass Communication

## General

Department

Mass Communication

Program Long Title

Bachelor of Arts in Mass Communication

Program Description

Students majoring in mass communication are interested in careers in newspaper/online journalism, broadcast journalism, broadcast production, media management, magazine journalism, business journalism, public relations, advertising and marketing communication. By the time of graduation, mass communication graduates are expected to be able to gather, organize and process information; conduct interviews; write to a professional level of competence; and edit and produce, either in printed, broadcast, or digital form; all while meeting standards of professional ethics.

## Requirements

Free Form Requirements

GENERAL EDUCATION		SEMESTER HOURS
ACAD 101	Principles of the Learning Academy	1
<b>Shared Skills and Proficiencies</b>		
<b>Writing and Critical Thinking</b>		
WRIT 101	Composition	3
HMXP 102	Human Experience	3
CRTW 201	Critical Reading, Thinking & Writing	3
<b>Oral Communication</b>	Met in major with SPCH 201	0
<b>Technology</b>	Met in major with MCOM 205	0
<b>Intensive Writing</b>	May be met in major with MCOM 441	0-3
<b>Constitution Requirement</b>	See approved list; may be met with another requirement	0-3
<b>Physical Activity</b>	See approved list	1
<b>Thinking Critically Across Disciplines*</b>		
<b>Global Perspectives</b>	See approved list	3
<b>Historical Perspectives</b>	See approved list	3
<b>Introducing Students to Broad Disciplinary Perspectives*</b>		
<b>Social Science</b>	See approved list; must include 2 designators;	6
<b>Humanities and Arts</b>	See approved list; must include 2 designators	6
<b>Quantitative Skills and Natural Science</b>	(3 courses)	3-4
<b>Quantitative Skills</b>	See approved list; met in major with MATH courses	(0)
<b>Natural Science</b>	See approved list; must include one lab science. If 2 courses taken, must be in two different groups: Life, Physical, Earth	(3-4)
<b>Subtotal</b>		<b>32-39</b>
<i>*No more than two courses in the major may count toward requirements in these areas</i>		
<b>Requirements in Major</b>	<b>C- or higher required in all MCOM courses</b>	<b>36.5</b>
CSCI 101 B, F, and N	Using Microsoft Excel; Photoshop; and InDesign	1.5
SPCH 201	Public Speaking	3
MATH 101, 150 or 151	Alg & Trig for Calculus, Intro Discrete Math, Appl Col Algebra	3
MATH 141	Finite Probability & Statistics	3
MCOM 205	Media & Society	3
MCOM 206	Leadership in Digital Media	1
MCOM 226	Multimedia Storytelling and Production	3
MCOM 241	Writing for Journalism and Digital Content	3
MCOM 301	Media Research and Analysis	3
MCOM 346	Digital Newsroom, Social Media & Marketing I	3
MCOM 349	Digital Newsroom, Social Media & Marketing II	3
MCOM 415	Mass Media Law & Ethics	3
MCOM 499	Career Portfolio	1
MCOM or IMCO elective		3
<i>Choose 1 of the following tracks:</i>	<b>C- or higher required in all MCOM courses</b>	

GENERAL EDUCATION		SEMESTER HOURS
<b>Journalism/Digital Media</b>		<b>16-18</b>
DESF 222	Visual Thinking & Symbolic Communication	3
Visual Arts: VCOM 258, 259, 262, or 392	Intro to Typography, Graphic Design, Web Design, Spec Topics	3
VCOM 322	User Experience Design	3
MCOM 441 or MCOM 475	Reporting on Diversity, Culture and Social Justice or Winthrop Creative	3
MCOM 210-212 or 461-463 or 464	Mass Communication Internship or Practicum	1-3
MCOM 341	Strategic Communication	3
<b>Digital Sports Production</b>		<b>12</b>
MCOM 210	Introduction to Sports Production	1
MCOM 211	Live Production I	1
MCOM 212	Live Production II	1
MCOM 309	Social Media & Sports Promotions	3
MCOM 312	Digital Sports Producing	3
MCOM 410	Digital Sports Directing	3
<b>Foreign Language Requirement</b>		<b>3-8 ^</b>
<b>Minor</b>		<b>15-24</b>
<b>General Electives</b>		<b>0-21.5</b>
<b>Total</b>		<b>120</b>

<sup>^</sup> Students completing the required program for the B.A. degree in Mass Communication must demonstrate proficiency in a foreign language at or above the second semester college level. This requirement may be met by a satisfactory score on a recognized proficiency examination or by passing any foreign language course numbered 102 or any course with 102 as a prerequisite.

The mass communication major is limited to 40 hours of MCOM and IMCO courses. Students who exceed these maxima will not be allowed to apply those additional hours toward the 120 required hours for the degree program.

At least 21 semester hours of the major must be completed at Winthrop University. A maximum of 12 semester hours may be transferred into the major from another accredited institution; additional transfer hours in journalism or mass communication will not apply toward- the degree.

+MCOM 241 must be taken at Winthrop or at an ACEJMC accredited institution.

Students must complete at least 72 credit hours outside of MCOM.