

Path to Undergraduate Research Experiences: **Mass Communication**

Research Continuum



	Introduction to research skills and experiences	Beginning research experiences	Advanced research experiences
Curricular opportunities at Winthrop	MCOM 205 MCOM 241 MCOM 226 Introduces students to the history of mass communication, theory, practice, and newsgathering.	QMTH 205 MCOM 301 MCOM 310 MCOM 370 MCOM 341 MCOM 342 Students practice statistical research methods, information gathering and reporting results.	MCOM 349 MCOM 412 MCOM 441 MCOM 471 Capstone and advanced experiences.
Co-curricular opportunities at Winthrop	Practice skills and scholarship at student publications and many other media related clubs and opportunities around campus.	Independent study Present research at Mass Communication Symposium. Campus research day.	MCOM 461-464 Professional internships. Practicum opportunities. McNair Scholars. Winthrop REU. INBRE. Research Council Grants.
Off campus opportunities	Meeting of national discipline related organizations and conferences.	Independent study and creative projects with faculty.	INCUR: National Conferences on Undergraduate Research

As undergraduate research is labor and time intensive, participation in certain programs may be limited. Students interested in participating in formal research experiences are encouraged to take ownership of their own development as scholars, and to take advantage of all of the resources available to them.

If you are interested in getting involved in undergraduate research in Mass Communication contact your advisor or any instructor in the department.

See <http://www.winthrop.edu/undergradresearch/> for more information about Undergraduate Research at Winthrop University.

Path to Undergraduate Research Experiences: **IMC**

Research Continuum



	Introduction to research skills and experiences	Beginning research experiences	Advanced research experiences
Curricular opportunities at Winthrop	IMCO 105 MCOM 241 Introduces students to ethnography (IMCO 105) and other research and information gathering processes	QMTM 205, 210 MKGT 381 MCOM 341 MCOM 370 Students practice statistical research methods, are introduced to qualitative tools like focus groups and depth interviews, and learn how to report research results.	MGMT 341 MCOM 349 MKGT 482 IMCO 475 MCOM 471 Capstone and advanced experiences include use of survey techniques, advanced analyses using SPSS, and research-based projects for clients.
Co-curricular opportunities at Winthrop	Practice skills and scholarship with AMA and many other media related clubs and opportunities around campus.	Independent study Present research at Mass Communication Symposium. Campus research day.	MCOM 461-464 Professional internships. Practicum opportunities. McNair Scholars. Winthrop REU. INBRE. Research Council Grants.
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