

Mass Communication

Introduction to Mass Communication

MCOMM 1100 - 3 Credits

Overview of the mass media as a functionally-integrated system that emphasizes critical thinking about historical development, nature, functions, and storytelling responsibilities in a global environment. Mass media roles in American society and the effect on consumers through social and traditional media are included. For non-majors and majors. (3 lecture hours)

News Reporting & Writing for Multimedia

MCOMM 1105 - 3 Credits

Develops basic journalistic reporting skills and storytelling techniques in a multimedia environment for citizen journalism and professional news gathering. Emphasizes live reporting to produce news stories, podcasts, video assignments and social media. (3 lecture hours)

Intro to Broadcasting-Global Environment

MCOMM 1120 - 3 Credits

Introduces students to the history of broadcasting and the concept of how globalization has impacted the broadcasting industry today. Students develop projects on U.S. broadcast programming, important media figures, FCC regulations, and non-U.S. media. (3 lecture hours)

Basic News Editing

MCOMM 1130 - 3 Credits

Introduction to principles and techniques of electronic editing, information management and publication design. Emphasizes editing of body copy and display type for maximum clarity and impact. Students learn and apply Associated Press standard style for mass media publication writing. (3 lecture hours)

Special Project

MCOMM 1800 - 1-3 Credits

Special project courses cover topics not otherwise covered by general education courses and other courses in the Catalog for journalism and mass communication. These courses require direct experience and focused reflection in an in-depth study of a specific discipline topic and/or the critical analysis of contemporary issues in the discipline. They are targeted to self-selected students with an interest in the subject matter and involve active participation. The course delivery incorporates an experiential component of no less than 30 percent but not to exceed 70 percent. This experiential component may include field studies, interdisciplinary learning, and/or the

practical application of discipline-related concepts, theories, principles and methods with a specific focus. All courses hold an orientation session to deliver academic and experiential information (syllabus, academic requirements, field preparation, logistics, and other appropriate requirements).

Independent Study

MCOMM 1840 - 1-4 Credits

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. Prerequisite: Consent of instructor is required (1 to 4 lecture hours)

Social Media As News

MCOMM 2100 - 3 Credits

Uses Facebook, Twitter, YouTube, Linked-in, listservs, blogs and other interactive online media to develop students as citizen journalists. Students will publish writing, video and audio for social commentary and news values on current events and seek audience interaction. (3 lecture hours)

Internship (Career & Technical Ed)

MCOMM 2860 - 1-4 Credits

Course requires participation in Career and Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

Internship Advanced (Career & Tech Ed)

MCOMM 2865 - 1-4 Credits

Continuation of Internship (Career and Technical Education). Course requires participation in Career & Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with

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Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

Internship (Transfer)

MCOMM 2870 - 1-4 Credits

Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

Internship - Advanced (Transfer)

MCOMM 2871 - 1-4 Credits

Continuation of Internship (Transfer). Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.