

CURRICULUM

The Media Study core includes 33 hours of the courses below with two offered areas of concentration.

Core Courses

MS 1103 - Intro to Media
MS 1173 - Media Software
MS 2103 - Basic Writing for the Media
MS 3013 - Digital Photography
MS 3233 - Publication/Editing
MS 3513 - Media Management Planning
MS 4113 - Digital Media Production
MS 4333 - Media Law
MS 4533 - Crisis Communication
MS 4553 - Media Campaigns & Events
MS 4983 - Media Internship 1

* Not all classes are offered each semester. Meet with your adviser or a Media Studies instructor to plan your semester accordingly.

Multimedia/Journalism

Students must complete 12 of the 15 hours offered.

MS 2403 - Intro to Web Design
MS 3203 - Digital Darkroom
MS 3333 - Multimedia Writing
MS 4233 - Video Production
MS 4833 - Advanced Video Production

Public Relations /Advertising

Students must complete 12 of the 18 hours offered.

MS 3033 - Basic Advertising
MS 3133 - Basic Public Relations
MS 4063 - Advanced Advertising
MS 4093 - Copywriting and Layout
MS 4453 - Public Relations Writing
MS 4653 - PR and the Media

MINOR

The Media Studies program offers a minor consisting of 18 hours of any Media Studies courses, an online Public Relations minor and a Professional Media Communication minor. The Professional Media Communication minor must complete 12 hours of required courses.

Professional Media Communication Minor

Required Courses - 12 hours

COMM 3803 - Interviewing
COMM 4223 - Leadership
M S 3513 - Media Management & Planning
M S 4533 - Crisis Communication

Communication Elective - 3 hours

(Pick one course from this selection)

COMM 2543 - Intercultural Communication
COMM 3223 - Business and Professional Communication
COMM 3403 - Persuasion
COMM 3445 - Conflict Management

Media Studies Elective - 3 hours

(Pick one course from this selection)

M S 3013 - Digital Photography
M S 3033 - Basic Advertising
M S 3133 - Basic Public Relations
M S 3233 - Publication/Editing

Online Public Relations Minor

(Fully online, must complete all 18 hours)

M S 2403 - Intro to Web Design
M S 3033 - Basic Advertising
M S 3133 - Basic Public Relations
M S 3513 - Media Management & Planning
M S 4453 - Public Relations Writing
M S 4533 - Crisis Communication

