Mass Communication, B.S. *major*

Required Credits: 60
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- MASC 1500 Making Media (1 credit)
- MASC 2243 Video Editing (3 credits)
- MASC 2250 Media Production I (3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 2850 Media Writing I (3 credits)
- MASC 3111 Student Media Practicum I (1 credit)
- MASC 3112 Student Media Practicum II (1 credit)
- MASC 3251 Media Production II (3 credits)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3720 Media Writing II (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)
- MASC 4840 Portfolio (3 credits)

COMPLETE THE FOLLOWING COURSE (3 CREDITS):

- MASC 4970 Internship (3 credits)

SELECT ONE OF THE FOLLOWING COURSES:

- MASC 1100 Mass Media and Society (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)

II REQUIRED ELECTIVES

SELECT 21 SEMESTER CREDITS OF ELECTIVES FROM THE FOLLOWING COURSES:
Electives chosen must meet departmental approval.

- MASC 1100 Mass Media and Society (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 2925 People of the Environment: Mass Media Perspectives (3 credits)
- MASC 3110 Media Content Creation (3 credits)
- MASC 3150 Photojournalism (3 credits)
- MASC 3210 Headwaters Film Festival (2 credits)
- MASC 3300 Independent Film (1 credit)
- MASC 3330 Performance and Production (3 credits)
- MASC 3450 Advanced Field Production (3 credits)
- MASC 3470 Multimedia Marketing (3 credits)
- MASC 3480 Advanced Audio Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 3650 Media Production for Social Entrepreneurship (3 credits)
- MASC 3670 Documentary Film (3 credits)
- MASC 3750 Communication History (3 credits)
- MASC 3790 Screenwriting (3 credits)
- MASC 3900 Topics in Mass Communication (1-3 credits)
  or MASC 4900 Topics in Mass Communication (1-3 credits)
- MASC 4303 Final Media Showcase (3 credits)
- MASC 4312 Production Company (3 credits)
- MASC 4330 Engineering for Electronic Media (3 credits)
- MASC 4333 Multi-Platform Storytelling (3 credits)
- MASC 4340 Digital Cinema (3 credits)
- MASC 4450 Multimedia Production (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR MASS COMMUNICATION, B.S. MAJOR

The following is a list of required Mass Communication, B.S. major courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- MASC 1500 Making Media (1 credit)
- MASC 2243 Video Editing (3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 2850 Media Writing I (3 credits)
- Liberal Education Requirements (MASC 1100 Mass Media and Society fulfills Goal Area 9)

Sophomore

- MASC 2250 Media Production I (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 3111 Student Media Practicum I (1 credit)
- MASC 3251 Media Production II (3 credits)
- MASC 3450 Advanced Field Production (3 credits)
- MASC 3720 Media Writing II (3 credits)
- Choose from
  MASC 1100 Mass Media and Society (3 credits)
  MASC 2600 Advertising (3 credits)
  MASC 2690 Public Relations (3 credits)
- MASC Required Electives
- Liberal Education Requirements

Junior

- MASC 3270 Media and Social Change (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)
- MASC 3112 Student Media Practicum II (1 credit)
- MASC 3150 Photojournalism (3 credits)
- MASC 3480 Advanced Audio Production (3 credits)
- MASC 3330 Performance and Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 4970 Internship (3 credits)
- MASC Required Electives
- Liberal Education Requirements

Senior

- MASC 4333 Multi-Platform Storytelling (3 credits)
- MASC 4450 Multimedia Production (3 credits)
- MASC 4303 Final Media Showcase (3 credits)
- MASC 4312 Production Company (3 credits)
- MASC 4840 Portfolio (3 credits)
- MASC 4970 Internship (3 credits)
- MASC Required Electives
- Liberal Education Requirements