Mass Communication, B.S. *major*

A total of 120 semester credits are needed for the **Mass Communication B.S.** degree and include the following:

- 40 upper division credits (level 3000/4000)
- 45 required major core credits
- Completion of Core Curriculum credits (Minnesota Transfer Curriculum [MnTC] Goal Areas 1-10) - required for all baccalaureate degrees
- Completion of BSU Focus and Nisidotaading Course Requirements

Dual Degrees
Students wishing to complete two degrees concurrently, (example: Bachelor of Science and Bachelor of Arts) must complete a minimum of an additional 30 credits above the required 120 credits.

Multiple Credentials
Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

Required Credits: 45
Required GPA: 2.50

I REQUIRED CORE COURSES

Complete the following courses:

- MASC 1100 Media and Society (3 credits)
- MASC 1500 Making Media (1 credit)
- MASC 2243 Video Editing (3 credits)
- MASC 2250 Video Production (3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 2850 Media Writing I (3 credits)
- MASC 3112 Broadcasting Practicum (1 credit)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3350 Northern Student Magazine Practicum (1 credit)
- MASC 3450 Advanced Video Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (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 for 3 credits:

- MASC 4970 Internship (1-12 credits)

II REQUIRED ELECTIVES

Select 3 semester credits of electives from the following courses:

- MASC 2600 Advertising and Culture (3 credits)
- MASC 2925 People of the Environment: Mass Media Perspectives (3 credits)
- MASC 3150 Photojournalism (3 credits)
- MASC 3260 Public Relations (3 credits)
- MASC 3330 Performance and Production (3 credits)
- MASC 3510 Podcasting 101 (3 credits)
- MASC 3670 Documentary Film (3 credits)
- MASC 3790 Screenwriting (3 credits)
- MASC 3900 Topics in Mass Communication (1-3 credits)
- MASC 4220 Multimedia Marketing (3 credits)
- MASC 4330 Engineering for Electronic Media (3 credits)
- MASC 4340 Digital Cinema (3 credits)

Program Learning Outcomes | Mass Communication, B.S.

1. Presentation Skills: Plan, prepare, organize and present written and spoken content individually or collaboratively in a professional manner.

2. Professional Ethics: Conduct themselves professionally and ethically, and approach problem solving tenaciously, creatively, and systematically.

3. Research and Evaluation: Be able to conduct thorough research using a variety of methods, and be able to critically evaluate and synthesize information.

4. Storytelling: Identify the elements of effective storytelling and craft polished stories.

5. Technical Proficiency: Demonstrate technical proficiency in video, audio, photography and design, and will demonstrate mastery of at least one area.

6. Writing: Write correctly, clearly, accurately and appropriately for a variety of media formats and audiences.

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

- MASC1500
- MASC2243
- MASC2460
- MASC2850
- Core Curriculum Requirements (MASC 1100 Mass Media and Society fulfills Goal Area 9)

Sophomore

- MASC2250
- MASC3111
- MASC3720
- MASC3600
- MASC1100
- MASC Required Electives
- Core Curriculum Requirements

Junior

- MASC3270
- MASC3850
- MASC3112
- MASC3330
- MASC3450
- MASC3500
- MASC4970
- MASC Required Electives
- Core Curriculum Requirements

Senior

- MASC4840
- MASC4970
- MASC Required Electives
- Core Curriculum Requirements