Communication and Media

General Information
The Department of Communication and Media reflects an area of study informed by art and science. Under the rubric of Communication, students explore the construction, delivery, and perception of purposeful messages and their consequences. Whether the intent is to inform, influence, or entertain, students use research and theory to improve effectiveness and achieve outcomes in interpersonal and mass-mediated messaging. In addition, students will find a creative outlet in Media, which focuses on the production of content and its critical and cultural significance. It encompasses the aesthetics of audio and visual media in all its forms. Students learn contemporary and historical concepts in a global context. Importantly, students can hone practical skills ranging from conceptual development to camerawork and post-production editing. Whether students want to work on a public health campaign to reduce risky behaviors or a documentary designed to educate, Communication and Media offers excellent preparation for rapidly changing world.

The Bachelor of Arts in Communication
The B.A. in Communication is a flexible degree program that allows the student to tailor their curriculum to meet specific interests and needs while simultaneously providing a strong foundation in the major specializations of the discipline. The department encourages all students to meet early and often with their faculty advisers to select a meaningful group of courses for a coherent, career-oriented academic program. Students who seek this degree will, upon completion, understand how to communicate and achieve outcomes in interpersonal and mass-mediated messaging. Students who complete the Bachelor of Arts in Communication are able to understand and apply theories of effective communication in interpersonal, organizational, and mass communication contexts, while those who complete the Minor in Communication are able to understand and apply theories of effective communication in interpersonal, organizational, and mass communication contexts, while those who complete the Minor in Media Studies develop a critical understanding of content designed for distribution and consumption in a variety of media platforms and channels. For a list of requirements for the Minor in Communication and the Minor in Media Studies, please review the Undergraduate Studies section).

Certificate in Advertising
The Certificate in Advertising provides students with a grounded approach to the theory and practice of professional advertising. Using classic and modern techniques, students explore and implement strategies designed to influence and persuade target audiences. With an emphasis on media-rich environments, students will develop a repertoire of skills needed to be successful in the industry.

Certificate in Media Production
The Certificate in Media Production provides a sequence of courses designed to develop multi-channel and multimedia skillsets that can be used by students to record, edit, and produce media for artistic, personal, or commercial applications. Students will develop a portfolio of work that will reflect both independent and client-centered content. Students who complete the Certificate in Media Production will develop the knowledge and skills needed to be competitive in a rapidly changing media environment.

Certificate in Public Relations
The Department of Communication offers a sequence of courses that can prepare students for a successful career in public relations. This writing-intensive certificate program includes a selection of required and elective courses that integrate practical knowledge of the PR industry with the communication theory and research that undergird it. The certificate will be valuable both to those already in the workplace, and to undergraduates pursuing a public relations career. Closely aligned with the latest recommendations from the Public Relations Society of America and the National Communication Association, the curriculum will provide students with both the public relations theoretical base and practical hands-on skills necessary to succeed in public relations.

Other Certificate Programs
In addition to these offerings, the department supports a number of other interdisciplinary certificate programs. For more information, see Certificate Programs and Interdisciplinary Studies.

Master of Arts in Communication
The Master of Arts degree program provides the opportunity for an advanced degree program in Communication with a strong theory and research emphasis. Students can select courses that emphasize broad categories of communication such as organizational communication and/or mass communication. The program will help students develop a strong background in communication theory and research which would allow for the pursuit of a doctorate in Communication, opportunities for professional positions, and the potential for a vertical or lateral move within an organization. Students who complete the M.A. in Communication will
have a detailed understanding of the academic discipline. They will have developed critical skills for evaluating communication-related theories and research, and the ability to apply that knowledge in their own research or professional settings. For further details, please see the Graduate Studies section of the Communication Department listings.

**Career Outlook**

The B.A. in Communication prepares students for careers in numerous fields. Past graduates are working in the following positions: promotion and public relations, administration, advertising, marketing, web page design, market research, corporate media, sales, training, speech writing, teaching, and research. Other students have pursued graduate education in communication programs offering the M.A. and Ph.D. degrees.

**Faculty Overview**

The faculty represents many fields within the discipline of communication, including interpersonal communication, organizational communication, mass communication, public relations, and rhetoric. Most faculty members contribute to a growing body of knowledge by conducting research, publishing their results in scholarly journals, and presenting papers at national and international communication conferences. By integrating theory, research, and practice, faculty members are able to offer a comprehensive approach to contemporary communication problems.

**Undergraduate Studies**

**General Education Requirements**

Majors must satisfy the university and college general education requirements (http://bulletin.umsl.edu/generaleducationrequirements). The college's foreign language requirement may be taken in any language. Communication courses may not be taken on a satisfactory/unsatisfactory basis.

**Degree Requirements**

**Bachelor of Arts in Communication**

Majors must complete a minimum of 36 semester hours in Communication courses. At least 18 of these must be taken at UMSL. Furthermore, at least 12 semester hours of the Communication courses completed must be numbered 3000-4999. All students must complete the required courses and earn a C or better in all communication courses applied to the degree.

**Required courses for the major**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1030</td>
<td>Interpersonal Communication I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1050</td>
<td>Introduction To Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2231</td>
<td>Communication In The Organization</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3330</td>
<td>Research Methods In Communication I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3332</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4920</td>
<td>Practicum In Applied Communication</td>
<td>1-3</td>
</tr>
</tbody>
</table>

In addition to the major core and required courses, students will choose elective courses to bring their total credit hours to 120. Practicum and Internship courses may be repeated for credit, but an overall limit of 20 hours in Practicum and Internship will be accepted towards the 120 hours degree.

**Bachelor of Science in Media Studies**

**General Education Requirements**

All Media Studies majors must satisfy the University and the College of Fine Arts and Communication's 42-hour General Education core requirements, which include ENGL 1100 (p. 1) and the Math proficiency requirement.

A Junior-level writing class is required.

The Cultural Diversity requirements may be satisfied by General Education courses or other lower- or-upper level courses in various departments.

State Government/History graduation requirements may be satisfied by General Education courses or by other lower-or-upper level courses in various departments.

There is no foreign language requirement, but foreign language proficiency is recommended.

**Degree Requirements**

Media Studies majors must complete a minimum of 51 hours in the Department of Theatre, Dance, and Media Studies courses. A core of 21 hours is required of all majors. An additional 27 hours, 9 hours in Theatre and Dance classes, 9 hours in Media Studies classes at the 2000 level and 9 hours in Media Studies classes at the 3000 level, must be completed with a minimum grade of C. At least 24 of these hours must be taken at UMSL. Of the 24 hour minimum, at least 18 hours of classes must be taken at the 2000 level or above at UMSL.

In addition to the major core and required courses, students will choose elective courses to bring their total credit hours to 120. Practicum and Internship courses may be repeated for credit, but an overall limit of 20 hours in Practicum and Internship will be accepted towards the 120 hours degree.

**Required Core Courses for all Media Studies majors:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 1050</td>
<td>Introduction To Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 1065</td>
<td>Introduction To Information Technology</td>
<td>3</td>
</tr>
<tr>
<td>TH DAN 1900</td>
<td>Introduction To Theatre Technology</td>
<td>3</td>
</tr>
</tbody>
</table>
## Minor in Media Studies

A minor in Media Studies consists of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 2235</td>
<td>Media Theory</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 1070</td>
<td>Introduction To Cinema</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 1100</td>
<td>Introduction To Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 1110</td>
<td>Introduction To Radio And Television Broadcasting</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 1194</td>
<td>Practicum In Journalism</td>
<td>3</td>
</tr>
<tr>
<td>or MEDIA ST 2095</td>
<td>Practicum In Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3394</td>
<td>Internship In Journalism</td>
<td>3</td>
</tr>
<tr>
<td>or MEDIA ST 3398</td>
<td>Internship In Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 4400</td>
<td>Senior Project</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours:** 21

Additional hours in Theatre, Dance and Media Studies electives are to be selected on individual students' areas of interest. The core courses of 21 hours plus the Theatre, Dance, and Media Studies electives must equal 48 hours in total for Media Studies majors.

Select any other Theatre and Dance class. 3
Select any other Media Studies class at the 2000 level or above. 9
Select any other Media Studies class at the 3000 level or above. 9

**Total Hours:** 27

## Minor in Communication

Coursework for a minor in Communication consists of 15 semester hours of the core requirements for the major. Credit hours in and/or COMM 3395 (p. 1) may be substituted for credit hours listed below with written consent of the communication department chairperson.

### Core Requirements:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1030</td>
<td>Interpersonal Communication I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1050</td>
<td>Introduction To Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2231</td>
<td>Communication In The Organization</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3330</td>
<td>Research Methods In Communication I</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 1050</td>
<td>Introduction To Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 1060</td>
<td>Introduction to World Cinema</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 1065</td>
<td>Internet Media</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 2210</td>
<td>Video Production I</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2211</td>
<td>Introduction To Digital Multimedia Production</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2212</td>
<td>Broadcast Writing And Reporting</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 2228</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2271</td>
<td>History Of American Film</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2272</td>
<td>Contemporary Cinema</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3035</td>
<td>Advanced Media Theory</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3070</td>
<td>International Cinema</td>
<td>3</td>
</tr>
</tbody>
</table>
Certificate in Advertising

The Certificate in Advertising provides students with a grounded approach to the theory and practice of professional advertising. Using classic and modern techniques, students explore and implement strategies designed to influence and persuade target audiences. With an emphasis on media-rich environments, students will develop a repertoire of skills needed to be successful in the industry.

The Certificate in Advertising is comprised of 21 hours of coursework. At least 12 of the hours must be completed at UMSL. Students must earn at least a B in any course applied to certificate.

Required Courses

- MEDIA ST 1100 Introduction To Advertising 3
- MEDIA ST 2080 Advertising Copywriting 3
- MEDIA ST 3334 Advertising Media Planning 3
- MEDIA ST 2095 Practicum In Advertising 1-3
  or MEDIA ST 3395 Internship In Advertising
  or MEDIA ST 3505 Field Experience in Advertising

The remaining hours of the certificate are comprised of electives chosen from an approved list of courses. If a student wishes to apply a course to the certificate that is not currently in the list of approved electives, he or she may request that the Certificate Coordinator evaluate the course for future consideration. If the Certificate Coordinator deems the course an acceptable alternative, it may be substituted for one of the approved electives.

Certificate in Media Production

(Pending CBHE approval)

The Certificate in Media Production provides a sequence of courses designed to develop multi-channel and multi-media skill sets that can be used by students to record, edit, and produce media for artistic, personal,
or commercial applications. Students will develop a portfolio of work that will reflect both independent and client-centered content. Students who complete the Certificate in Media Production will develop the knowledge and skills needed in a rapidly changing media environment.

The Certificate in Media Production is comprised of 21 hours of coursework. Students must complete at least 12 hours at UMSL and earn at least a B in any course applied to the certificate.

**Required Coursework**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 2113</td>
<td>Media Production I</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2210</td>
<td>Video Production I</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2211</td>
<td>Introduction To Digital Multimedia Production</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 4400</td>
<td>Senior Project</td>
<td>3-6</td>
</tr>
</tbody>
</table>

**Total Hours:** 12-15

The remaining hours of the certificate are comprised of electives chosen from an approved list of courses. If a student wishes to apply a course to the certificate that is not currently in the list of approved electives, he or she may request that the Certificate Coordinator evaluate the course for future consideration. If the Certificate Coordinator deems the course an acceptable alternative, it may be substituted for one of the approved electives.

**Approved Electives**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIA ST 1196</td>
<td>Practicum In Radio</td>
<td>1-3</td>
</tr>
<tr>
<td>MEDIA ST 1197</td>
<td>Practicum In Television/Film</td>
<td>1-3</td>
</tr>
<tr>
<td>MEDIA ST 2225</td>
<td>Live Events Media</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3113</td>
<td>Media Production II</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3215</td>
<td>Commercial Media Applications</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3310</td>
<td>Video Production II</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3313</td>
<td>Advanced Video Editing</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 3380</td>
<td>Feature Film Screenwriting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Certificate in Public Relations**

The Certificate in Public Relations integrates essential professional skills with contemporary communication theory and research to provide a grounded sequence based on the recommendations of the Public Relations Society of America and the National Communication Association. To earn the certificate, students must complete a minimum of 27 credit hours in the designated courses.

**Required Coursework**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1150</td>
<td>Introduction To Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3358</td>
<td>Communication In Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3360</td>
<td>Media &amp; Health Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3370</td>
<td>Social Media in Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4035</td>
<td>Integrated Approaches-Public Relations, Advertising, &amp; Promotion</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4100</td>
<td>Communication Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4199</td>
<td>Applied Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 4950</td>
<td>Internship In Applied Communication</td>
<td></td>
</tr>
</tbody>
</table>

**Elective Coursework (minimum of 6 credit hours required):** 6

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1050</td>
<td>Introduction To Mass Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 1135</td>
<td>Communication Theory</td>
<td></td>
</tr>
<tr>
<td>COMM 2231</td>
<td>Communication In The Organization</td>
<td></td>
</tr>
</tbody>
</table>

**Department Activities and Internships**

Co-curricular projects and activities relevant to the personal, professional, and academic goals of each student are sponsored and advised by the department. Along with the traditional academic experience, students can network and develop valuable experiences through their completion of required internship or practicum courses. Students may choose from a wide-range of for-profit, nonprofit, and not-for-profit organizations. Students should visit the Department of Communication for more information regarding existing opportunities, and/or consult with the Internship and Practicum Coordinator to approve a new internship site. By tailoring the internship site to the interests of each student, the internship and practicum augment the academic experience and provide valuable opportunities for majors to apply their communication studies.

**Graduate Studies**

The department offers a Master of Arts degree in Communication.

**Admission Requirements**

Applicants must have a baccalaureate in communication or a related discipline by the end of the semester in which they apply. The minimum cumulative GPA required for regular admission to the graduate program in communication is 3.25 on a 4-point scale. In addition three letters of recommendation, at least two of which address the applicant’s potential to succeed in graduate studies in communication, are also required. Finally, International students who are non-native speakers of English must obtain a TOEFL score of 600 on the paper-based test (or the equivalent score on other versions of the test) to be considered for admission. Applicants with GPAs that do not meet the admission criterion may elect to take the Graduate Record Exam (GRE) to offset these deficiencies. Contact the Graduate Program Coordinator for additional information.

**Degree Requirements**

The MA in Communication requires either 30 or 36 credit hours of coursework, depending on the exit project. Candidates approved for a thesis or internship will complete at least 30 semester hours of approved study, at least 21 of which must be taken in courses offered by the department. Candidates completing the non-thesis, non-internship option must complete 36 semester hours of approved study, 27 of which must be taken in courses offered by the department. Students who choose this option may be eligible to waive up to 6 hours if justified by prior coursework or professional experience. Please contact the Graduate Program Coordinator for additional details.

Students who choose the internship or thesis option must identify a committee chairperson and prospective committee members who will consult in development of an appropriate exit project. The expectation for each internship varies by project and committee, but submission of an essay in which the coursework and internship experiences are integrated is typically required. Internship exit projects and theses must be
approved by the student’s committee and assigned a grade by the advisor. The candidate must pass an oral examination conducted by student’s committee regardless of exit option selected.

Students who complete a thesis or internship must complete no less than a 3 hour internship or 6 credit hour thesis.

**Required Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 6500</td>
<td>Seminar In Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMM 6510</td>
<td>Advanced Communication Research Methods I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 6515</td>
<td>Advanced Communicatin Research Methods II</td>
<td>3</td>
</tr>
<tr>
<td>COMM 6600</td>
<td>Seminar In Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 6700</td>
<td>Seminar In Mass Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

**Graduate Certificate: ACP Instructional Communication**

The ACP Instructional Communication Certificate is designed for secondary educators interested in teaching public speaking and related courses to high school students for college credit through programs such as UMSL’s Advanced Credit Program. The certificate combines practical application with theory and research to provide teachers with a grounded approach to delivering college appropriate courses with empirical research in communication at the foundation. Through a combination of online courses and independent studies, students can complete the ACP Communication graduate certificate without visiting campus.

Students who earn the ACP Instructional Communication graduate certificate will be eligible to teach college level courses in public speaking at the secondary level.

For more information about our graduation rates, the median debt of students who completed the Graduate Certificate program, and other important information, please visit our Gainful Employment Disclosure website at [http://umsl.edu/go/Bn8](http://umsl.edu/go/Bn8).

Requirements: Graduate Standing. To earn the ACP Communication certificate, students must complete a minimum of 18 hours. Typically, students will earn the certificate by completing the following courses in sequence:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 5000</td>
<td>ACP - Elements of Public Speaking ([R])</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5010</td>
<td>ACP: Elements of Debate ([R])</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5020</td>
<td>ACP - Persuasion and Influence ([R])</td>
<td>3</td>
</tr>
<tr>
<td>COMM 5050</td>
<td>ACP - Special Topics ([E])</td>
<td>3-6</td>
</tr>
<tr>
<td>COMM 5099</td>
<td>ACP - Observation and Implementation ([R])</td>
<td>3</td>
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</table>

**Total Hours:** 15-18

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**Sample Four Year Plans**

**BA Communication**

**First Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTDSC 1003</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>COMM 1030</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language 1001</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>ENGL 1100</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MATH 1030</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**Second Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2231</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3330</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language 2101</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>General Education</td>
<td>6</td>
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<tr>
<td>ENGL 3700</td>
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**Third Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3000+ level elective</td>
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<td>6</td>
</tr>
<tr>
<td>General Education</td>
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<td>General Education</td>
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<td>COMMIT 2000+</td>
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<td>9</td>
</tr>
<tr>
<td>ENGL 3700</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Fourth Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
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<td>COMMIT 2000+ level elective</td>
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<td>COMMIT 4950 or 4920</td>
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<tr>
<td>General Education</td>
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<td>Elective or minor</td>
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<td>2000+ elective or minor</td>
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**Total Hours:** 122

1. INTDSC 1003 is required only for first-time freshmen and transfer students with less than 24 college credits.
2. The general education courses listed assumes the U.S. History/Government requirement is fulfilled with a Social/Behavioral Science or Humanities general education course.

Please Note: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester. All requirements are subject to change.

**BS in Media Studies**

**First Year**

<table>
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<tr>
<th>Fall</th>
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**Second Year**

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<td>COMMIT 1070, 1100, or 1110</td>
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Communication Courses

**COMM 1000 Effective Communication for College: 3 semester hours**
A communication by objective approach is used to introduce students to effective communication in a college environment. Emphasis is placed on preparing and delivering effective messages whether written or spoken, formal or informal, digital or hardcopy.

**COMM 1030 Interpersonal Communication I: 3 semester hours**
Introduction to the theories of interpersonal communication. Emphasis on basic principles involved in one-to-one interactions.

**COMM 1040 Introduction To Public Speaking: 3 semester hours**
Theories and techniques of organization, argumentation, persuasion and delivery in public speaking.

**COMM 1041 Presentational Speaking: 3 semester hours**
Theories and techniques of presenting information in various contexts, formats, and settings. Emphasis is placed on strategic coordination for message effectiveness in a team-based environment.

**COMM 1050 Introduction To Mass Communication: 3 semester hours**
Introduction to oral, print, and electronic media of communication, including emerging digital formats. The course covers the major theories of mass communication effects as well as the social, organizational, economic, political, and technological factors that shape the creation and reception of mass media messages.

**COMM 1135 Communication Theory: 3 semester hours**
Survey of elements and processes critical to human communication behavior. Comparison of influential communication theories.

**COMM 1150 Introduction To Public Relations: 3 semester hours**
Publicity methods and public relations representation of profit and nonprofit institutions to the public; use of communication research and media, as applied to the public relations profession.

**COMM 1920 Applied Communication: 3 semester hours**
Prerequisites: Consent of instructor. An intermediate experience in applied communication on UMSL’s campus, such as the school newspaper or radio station. Work must be done on campus, under supervision of a working professional, and in consultation with a faculty member. Repeatable, but no more than six hours of credit may be applied toward the 36-hour minimum required for the degree.

**COMM 2230 Small Group Communication: 3 semester hours**
Development of communication skills needed in small group decision-making. Application of these skills in contemporary problems.

**COMM 2231 Communication In The Organization: 3 semester hours**
Course integrates communication theories applicable to the structure and function of organizations. The effect of communication variables on departmental interface, member satisfaction and motivation, leadership and subordinate styles, and perception of the organization by the external environment.

**COMM 2232 Effective Communication In The Organization: Tools For Leadership: 3 semester hours**
This telecourse is designed to equip students with communication skills applicable to the organizational context. The course will present effective strategies for the articulation of ideas, with particular emphasis on the development of leadership skills.

**COMM 2240 Persuasive Communication: 3 semester hours**
A study of persuasive communication including theories, techniques, forms, functions, applications, potential and limitations for individual and organizations. Insights from both classical rhetoric and contemporary communication theory.

**COMM 3130 Advanced Interpersonal Communication: 3 semester hours**
Prerequisite: COMM 1030. Continuation of COMM 1030, focusing on contemporary theories and research regarding interpersonal relationships.

**COMM 3150 Crisis, Disaster, and Risk Communication: 3 semester hours**
Prerequisites: Junior standing or consent of instructor. Course will focus on three specialized areas within public relations: communication methods and infrastructure in relation to large-scale disaster management; organizational crisis communication; and public communication regarding environmental, chemical and other public risk issues.

**COMM 3330 Research Methods In Communication I: 3 semester hours**
Introduction to the fundamental tools of quantitative research in communication. Focus of the course is on reading and comprehending communication research reports rather than conducting quantitative research.

**COMM 3332 Intercultural Communication: 3 semester hours**
Prerequisite: Junior standing or consent of the instructor. Study of culture as a variable in both interpersonal and collective communicative situations. Emphasis upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

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Please Note: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester. All requirements are subject to change.
COMM 3370 Male/Female Communication: 3 semester hours
Prerequisite: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics include semantic and syntactic variations in male and female speech, gender-role development as process and product of communication, analysis of communication patterns and barriers within gender groups. Mass, public, interpersonal, and dyadic communication contexts are considered.

COMM 3352 Mass Media in Society: 3 semester hours
Prerequisites: COMM 1050. Examination and evaluation of theories and literature concerning media content and its effect on society. Topics include the evidence relating to the effect of entertainment and information media on audiences’ behavior and attitudes, the factors that contribute to individual differences in responses to media content, and the ways the organizational structure of the media industries shape the type of content that is produced.

COMM 3355 Dangerous Messages: 3 semester hours
Prerequisites: Junior standing or consent of the instructor. This course examines how communication can be used to promote as well as inhibit societal and individual well-being. Topics include alcohol and tobacco, drugs, sexual behavior, and others pertaining to health and risky behaviors. Stereotyping, diversity in media ownership and content, hate speech, and other topics with implications for the health of citizens individually and as a people may also be covered.

COMM 3358 Communication In Public Relations: 3 semester hours
Prerequisites: COMM 1150. An overview of communication within the area of public relations. Emphasis on ethics, law, professional standards and written communication. Case study approach.

COMM 3360 Media & Health Communication: 3 semester hours
Prerequisites: COMM 1050 or consent of the instructor. Topics include health promotion and prevention campaigns and the effect of news and entertainment media on health behaviors. Examination of the theories and literature dealing with the role of mass media in health behavior.

COMM 3361 Interpersonal Health Communication: 3 semester hours
Prerequisites: COMM 1030 and COMM 2231, or consent of the instructor. Examination of the theories and literature dealing with the role of interpersonal and organizational communication in health behavior and health care. Special focus on patient-provider communication, social support, and cultural conceptions of illness.

COMM 3370 Social Media in Public Relations: 3 semester hours
Prerequisites: COMM 3358. Overview of digital and social media in contemporary public relations. Online initiatives and related strategies will also be discussed.

COMM 3385 Special Topics In Communication: 3 semester hours
In-depth study of topics pertaining to current research in the department. May be repeated up to six credit hours if topic is different.

COMM 3400 Language And Behavior: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. Examination of language and behavior which includes etiological considerations, functions, meanings, perceptions, and process-interaction rules.

COMM 3410 Nonverbal Communication: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the paralinguistic cues that accompany normal communication such as facial expression, eye behavior, gestures and body movements, accents and dialects, and the impact of touch, among others. The implications for message construction, delivery, and perception are discussed.

COMM 3500 Dysfunctional Communication: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of some of the factors that impede effective communication. Emphasis is placed on individual attributes such as verbal aggression and communication apprehension, as well as context-based factors found in family and romantic relationships, among others.

COMM 3510 Communication & Conflict: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the features that contribute to effective and ineffective communication during conflicts. The course integrates communication research and theory with practical applications in negotiation and conflict resolution.

COMM 3520 Communication Barriers I: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. A review of communication research on physical and developmental barriers that impair or impede effective communication with children. A limited number of site visits and/or off-campus experiences are required.

COMM 3521 Communication Barriers II: 3 semester hours
Prerequisites: COMM 3520. An extension of COMM 3520, this course focuses on effective and empathic communication with children and adults encumbered by communication barriers. A strong emphasis on high impact educational experiences is a major component of this course. Site visits and/or off-campus experiences are required.

COMM 3550 Communication and Families: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An analysis of research and theory involving communicative attitudes and phenomena unique to the family context. Communication between parent-child, siblings, and extended family members, as well as more complex family structures are addressed. Functional and effective communication techniques are also discussed.

COMM 3560 Communication and Relationships: 3 semester hours
Prerequisites: COMM 1030, junior standing or consent of the instructor. An examination of the contributions of communication researchers to the study of developing and maintaining human relationships with particular focus on communication in friendships and romantic relationships.

COMM 3700 Computer-Mediated Communication: 3 semester hours
Prerequisites: COMM 1030, COMM 1050, junior standing or consent of the instructor. A comparison of the similarities and differences between face-to-face communication and computer-mediated communication. Synchronous and asynchronous methods of interaction are examined, as well as other characteristics unique to the digital environment.

COMM 3800 Trends in Mass Communication: 3 semester hours
Prerequisites: COMM 1050, junior standing or consent of the instructor. A theoretical and research-based examination of popular trends in mass communication. May be repeated once if topics are different.

COMM 4035 Integrated Approaches-Public Relations, Advertising, & Promotion: 3 semester hours
Prerequisites: COMM 3358 or consent of instructor. Overview of how publicity, advertising and other promotional activities can be integrated into a single cohesive communication initiative or program.

COMM 4100 Communication Campaigns: 3 semester hours
Prerequisite: COMM 1030, COMM 1050, COMM 1150 and junior standing or consent of the instructor. This course focuses on the design, analysis, and implementation of mass communication-based information campaigns by integrating research and theory from interpersonal, mass communication, and public relations.
COMM 4199 Applied Public Relations: 3 semester hours
Prerequisites: COMM 1150, COMM 3358, COMM 4035, and junior standing or consent of the instructor. This course provides students with an applied experience in public relations. The course may require on-site visits to private firms and/or the development of multi-year strategic plans.

COMM 4900 Directed Readings: 3 semester hours
Prerequisite: Consent of instructor. Supervised independent study focused on discipline-relevant content that expands on concepts and theories presented in communication courses. May be repeated for credit.

COMM 4910 Supervised Research: 1-3 semester hours
Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience that includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated with consent of department.

COMM 4920 Practicum In Applied Communication: 1-3 semester hours
Prerequisite: Junior standing, at least 12 hours of course work in Communication, and consent of instructor; open to Communication majors/minors. Practicum work experience with any discipline-relevant unit at UMSL including, but not limited to: the offices of students affairs, public relations, and research administration; the school newspaper or radio station; and intra-departmental activities. Work must be done on campus, under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in practicum courses toward the 36-hour minimum required for the degree.

COMM 4950 Internship In Applied Communication: 3-6 semester hours
Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; open to communication majors only. Advanced practical work experience emphasizing communication skills with any discipline-relevant entity. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but nor more than six hours total credit may be earned in internship courses toward the 35-hour minimum required for the degree.

COMM 5000 ACP - Elements of Public Speaking: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on the delivery of theory and research based public speaking content for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5010 ACP: Elements of Debate: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on developing a comprehensive understanding of the theory and research typically taught in college level forensics and debate courses. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5020 ACP - Persuasion and Influence: 3 semester hours
Prerequisites: Graduate Standing, Special Consent. This course focuses on developing a strong background in the research and theory that underlies attempts to persuade and influence others through the use of effective communication. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Programs.

COMM 5050 ACP - Special Topics: 3-6 semester hours
Prerequisites: COMM 5000, COMM 5010, and COMM 5020, Special Consent. This rotating topic course focuses on developing knowledge of communication theory and research applicable to the context of teaching public speaking and debate. Topics may include such issues as nonverbal communication, conflict communication, and argumentation, among others. Designed for teachers seeking certification to teach in the Advanced Credit Program. May be repeated for a maximum of 6 credit hours.

COMM 5099 ACP - Observation and Implementation: 3 semester hours
Prerequisites: COMM 5000, COMM 5010, COMM 5020 and COMM 5050, Special Consent. Provides a capstone experience for teachers seeking to teach communication courses in the advanced credit program. While enrolled, participants will implement an ACP course in their school under the supervision of the Communication Department's advanced Credit Program Liaison.

COMM 6500 Seminar In Organizational Communication: 3 semester hours
Prerequisite: Graduate standing. Examination of the theoretical, methodological, and philosophy of science issues in the discipline of communication. Examines general, micro, contextual, and interdisciplinary (symbiotic) communication theories. Required of all graduate communication students.

COMM 6510 Advanced Communication Research Methods I: 3 semester hours
Prerequisites: Graduate standing. Concerns the logic and forms of communication inquiry including an examination of various communication research and evaluation methods and their theoretical frameworks. Topics include communication research strategy and methodology, scientific process, derivation and test of hypotheses, methods of research design. Provides and orientation to graduate research including proposal development for thesis, internship and paper requirements, and includes a theory-based research project of the student’s choice. Required of all graduate communication students.

COMM 6515 Advanced Communicatin Research Methods II: 3 semester hours
Prerequisite: COMM 6510 or permission of instructor. Overview of the most commonly utilized methods in quantitative data analysis statistical methods in communication with an emphasis on understanding how the statistic is reported in scholarly articles and when to use that method, rather than in the mathematical computation of the method. Topics include communication research strategy and methodology, analysis of categorical data, meta-analysis, and non-parametric statistical methods. Required of all graduate communication students.

COMM 6600 Seminar In Organizational Communication: 3 semester hours
Prerequisite: Graduate standing. Explores communication theories and topics related to organizational institutional, and social system contexts and reviews the communication literature on behavior in organizations. Emphasizes a case study approach to the communication strategies used by agencies and corporations. Required of all graduate communication students.
COMM 6650 Seminar in Health Communication: 3 semester hours
Prerequisites: COMM 6500, COMM 6510, and COMM 6515. This course examines the theories, from communication and related disciplines, which researchers use to investigate health communication phenomena, as well as the application of those theories to understanding and solving health-related issues. Health communication theories across contexts are examined including those specific to interpersonal communication, mass communication, and organizational communication. Course topics include health campaigns, health education, health informatics, and health media use.

COMM 6700 Seminar in Mass Communication: 3 semester hours
Prerequisites: Graduate Standing. Examines the communication research literature pertaining to media industries, content, and effects. A broad range of media forms and possible effects are considered.

COMM 6750 Media Reception Processes: 3 semester hours
Prerequisites: COMM 6510 or permission of instructor. Examines how audiences select, interpret, and respond to media messages. Students, typically in a group, are involved in developing and carrying out a research study investigating the topic.

COMM 6810 Communication Systems and Technology: 3 semester hours
Prerequisite: Graduate Standing. Examines innovations in modern communications technologies, their impacts on individuals and society, and their implications for communication research and practice.

COMM 6815 Persuasion and Influence in Communication: 3 semester hours
Prerequisite: Graduate Standing. Broad-based examination of the major theories of social influence and persuasion and their practical applications.

COMM 6830 Seminar in Special Topics in Communication: 3 semester hours
Prerequisite: Graduate Standing. Selected topics in the study of communication. Review of the communication theory and methods appropriate to the topic. The course includes a research project. May be repeated if the topic is different.

COMM 6900 Directed Readings in Communication: 1-6 semester hours
Prerequisite: Graduate standing and consent of instructor. Independent study of published research and reports relating to a specific topic in communication. May be repeated for credit with permission of advisor.

COMM 6910 Supervised Research in Communication: 1-3 semester hours
Prerequisites: Graduate standing and consent of instructor. Primary research on specific topics in communication. May involve collaborative research with a faculty member on a topic of mutual interest or data collection/analysis for a project developed by the student under the guidance of a faculty member. May be repeated for credit with permission of advisor.

COMM 6920 Practicum in Computer-Mediated Communication: 1-3 semester hours
Prerequisites: Graduate standing and consent of program director. Applied practice or research in collaboration with a faculty member.

COMM 6950 Graduate Internship: 3-6 semester hours
Prerequisites: Graduate standing and approval of graduate coordinator. Individual on-site internship in organizational or mass communication. May be repeated.

COMM 6960 Thesis Research And Preparation: 1-10 semester hours
Prerequisites: Graduate Standing and consent of instructor. Individual research for and preparation of the graduate thesis.

Media Studies Courses

MEDIA ST 1050 Introduction To Media Studies: 3 semester hours
Introduction to print and electronic media, as well as the Internet. Emphasis on history, theory, and role of the mass media as cultural institutions. The course also examines the Federal Communications Commission (FCC) and issues of ownership and media conglomeration.

MEDIA ST 1055 Introduction to Social Media: 3 semester hours
Introduction to the creation and rise of social media/networks. Course will cover the impact and influence of dominant sites along with individual, group, political, and commercial behavior changes. The course will examine how social media platforms can be integrated with other current tools. Issues such as privacy, censorship, cyber-bullying, and the use of social media for anti-social/terrorist activities will be explored.

MEDIA ST 1060 Introduction to World Cinema: 3 semester hours
An introduction to the history, rhetoric, and aesthetics of world cinema. International film theory and criticism will be studied as well as major genres, authors, and artists.

MEDIA ST 1065 Internet Media: 3 semester hours
This studio course will cover the principles of media design as they apply to the interactive world of the web. Sensitivity to the visual elements of online interfaces will be developed through analysis of the changing nature of communication technologies. Students will conceive and create their own web-based media projects.

MEDIA ST 1070 Introduction To Cinema: 3 semester hours
An overview of American cinema from the early beginnings of D.W. Griffith and his contemporaries to the present day. Course will discuss both the Hollywood studio system and today’s independent movement. Also covered: genre, film theory, criticism, and aesthetics.

MEDIA ST 1100 Introduction To Advertising: 3 semester hours
An introduction to the history, rhetoric, and aesthetics of Advertising. A basic understanding of industry issues and key areas such as account management, research, strategy, creative, media, and production.

MEDIA ST 1110 Introduction To Radio And Television Broadcasting: 3 semester hours
An introduction to broadcasting, including the areas of history, government regulations, station operation, and program development.

MEDIA ST 1194 Practicum In Journalism: 1-3 semester hours
Prerequisites: Consent of Instructor. Open to Theatre, Dance, and Media Studies majors or minors only. Not open to students who have any delayed grades outstanding. Practical work in the journalism program or the student newspaper, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1196 Practicum In Radio: 1-3 semester hours
Prerequisites: MEDIA ST 2114 or Consent of Instructor. Open to Theatre, Dance and Media Studies majors or minors only. Not open to students who have any delayed grades outstanding. Practical work at the campus radio station, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1197 Practicum In Television/Film: 1-3 semester hours
Prerequisites: MEDIA ST 2113 or Consent of Instructor; open to Theatre, Dance and Media Studies majors only; not open to student who have delayed grades outstanding. Practical work at one of the campus television studios or for the UM-St. Louis Television/Film Club, supervised by a faculty member. This course may be repeated for up to 6 credit hours.
MEDIA ST 1198 Practicum In Media Studies: 1-3 semester hours
Prerequisites: Consent of Instructor. Open to Theatre, Dance and Media Studies majors or minors only; not open to students who have delayed grades outstanding. Practical work in media studies, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1500 Entertainment Economics: The Movie Industry: 3 semester hours
Same as ECON 1500. This survey course examines the interrelationships between economics and the movie industry. It explores the impact of economic factors on the production, distribution and exhibition of movies, focusing on the rise and fall of the studio system, role of technological change in the evolution of cinematography and the movie marketplace, financing and market segmentation, globalization and changing industrial structure within which films are produced. To the extent that movies reflect and contribute to popular economic perspectives, this course also evaluates the soundness of the movie industry's depiction of a variety of economic doctrines. Classes will consist of lecture, discussion, and brief film screenings.

MEDIA ST 2080 Advertising Copywriting: 3 semester hours
Same as ENGL 2080. To give students a hands-on approach for writing advertising material for print and broadcast against tight deadlines in a professional setting.

MEDIA ST 2090 Creative Advertising: 3 semester hours
Prerequisites: MEDIA ST 1100 or consent of instructor. Explores the fundamentals of the creative process by discussing selling messages, marketplace diversity, research, strategy, layouts, and the creative brief. Emphasis on creative campaigns for radio, television, direct marketing, and the Internet.

MEDIA ST 2095 Practicum In Advertising: 1-3 semester hours
Prerequisites: MEDIA ST 2080 and MEDIA ST 2090 or consent of instructor. Open to Theatre, Dance, and Media Studies majors and minors only. Overall GPA of at least 2.0 or better. Not open to students who have any delayed grades outstanding. Practical work in the advertising program, the student newspaper, or an on-campus agency, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 2105 Advertising For The Arts: 3 semester hours
Advertising for the Arts examines the theories and design principles needed to produce print and other forms of advertising to stimulate awareness of and community participation in a broad range of arts activities, including, but not limited to music, drama, dance, and the visual arts.

MEDIA ST 2113 Media Production I: 3 semester hours
Study of the basic skills needed to create media packages. The class will provide students with practical experience in camera operation, directing, producing, switching, audio mixing, and lighting, as well as basic nonlinear editing. Lab arranged.

MEDIA ST 2114 Radio Production I: 3 semester hours
Prerequisites: MEDIA ST 1110. Theory and practice in the creation of radio programs. Laboratory experience included.

MEDIA ST 2210 Video Production I: 3 semester hours
Prerequisites: MEDIA ST 2113 or consent of instructor. Study of the basic theories of remote video production. The areas of producing and directing in the field will be examined and practiced. The course will focus on technical and aesthetic aspects of cinematic production. Lab arranged.

MEDIA ST 2211 Introduction To Digital Multimedia Production: 3 semester hours
Students will explore different state-of-the-art digital multimedia applications, including audio, video, and computer generated graphics, that are presently used in television, radio, CD, DVD, and online presentation. Current media related software such as QuickTime, Window Media, and Flash multimedia creation will be demonstrated and utilized to develop skill sets in those areas.

MEDIA ST 2212 Broadcast Writing And Reporting: 3 semester hours
Prerequisites: MEDIA ST 1110 or consent of instructor. Elementary principles and practice of writing for radio and television in varied program formats, emphasis on preparation of written materials for news and public affairs presentation. Lecture and lab.

MEDIA ST 2214 Screenwriting: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of the department. Writing fiction film narratives with particular emphasis on plot structure, theme, and character development.

MEDIA ST 2220 Promotion Essentials: 3 semester hours
Prerequisites: MEDIA ST 1100 or consent of instructor. Explains the difference between advertising and sales promotion and why companies use sales promotion. Understand how companies utilize the different sales promotion techniques in each medium. Emphasis on the key sales promotion tools used by companies.

MEDIA ST 2222 Convergence and Digital Media: 3 semester hours
The development of new media technologies results in convergence, in which the lines between or among formerly separate media are blurred. Convergence and Digital Media focuses on the emerging media forms which result, including such new options as mobile apps for audio and video, blogs, and social media, as well as new tools for media creation for personal, social, business, and organizational expression. The course will examine emerging media technical options, effective message strategies in the context of emerging media, and basic principles associated with the practical use of tools for the creation of emerging media content. Both a lecture/discussion format and a hands-on project approach will be utilized.

MEDIA ST 2225 Live Events Media: 3 semester hours
Techniques and aesthetics of recording live video events. Course will include practical application training for single- and multi-camera shoots of concerts, lectures, theatre, dance, weddings, and other special events.

MEDIA ST 2228 Public Relations Writing: 3 semester hours
Prerequisites: ENGL 3140 or equivalent. An introduction to the process of planning, producing, and evaluating written public relations messages. Writing assignments include media releases, letters, memos, position papers, background papers, brochures, and reports and proposals.

MEDIA ST 2235 Media Theory: 3 semester hours
Prerequisite: MEDIA ST 1050. Theory based explanation of the relationship between mass media and society. Topics will include agenda-setting, violence and television, and other current issues from a critical perspective.

MEDIA ST 2271 History Of American Film: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of the instructor. History of American film from the late nineteenth century to the present.

MEDIA ST 2272 Contemporary Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 or Consent of Instructor. History of World Cinema from the 1940s to the present day.
MEDIA ST 2273 Survey of Film Genres: 3 semester hours
Prerequisite: MEDIA ST 1060 or MEDIA ST 1070, or consent of instructor. This course explores the historical and aesthetic significance of film varieties. Analysis of genres may include the western, horror, science fiction, musical, detective, war, romantic comedy, and other films by type.

MEDIA ST 2274 African-American Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 or equivalent. Impact of cinema and the entertainment industry on the social perceptions of African-Americans and on African-American culture. The history of African-American films from Oscar Micheaux in the 1920’s through 1970’s Blaxploitation to present directors and producers will be examined. African-American experiences and roles in films will also be discussed.

MEDIA ST 2275 Introduction To International Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 with a grade of C or better. Course provides an understanding of the art and history of international cinema; and helps to better understand film and filmmakers’ intentions as well as the culture in which the film was produced. Films from Europe, Asia, South America, Africa and Australia will be examined. The artistic, technical, historical and social significance of these films, as well as their impact upon American cinema, will also be studied.

MEDIA ST 2500 Introduction To Comparative International Media Systems: 3 semester hours
This course introduces students to various media systems and theories around the world. It examines similarities and differences in media history, structures, and regulatory processes of developing countries, focusing on the dominant culture(s) of non-western regions. It also provides a framework for understanding and analyzing the cultural differences among global media systems in Africa, the Middle East, and Asia. In addition, the course examines aboriginal and other development media. The course fulfills the cultural diversity requirement.

MEDIA ST 2510 Fundamentals of Mobile Design: 3 semester hours
Building on core web languages and programming standards, this course introduces central concepts, techniques, methodologies, and best practices in the creation and deployment of mobile websites, applications, and user interface.

MEDIA ST 3025 Current Issues in Advertising: 3 semester hours
Prerequisites: MEDIA ST 1100, junior standing or consent of instructor. Using recent topics in advertising, students will analyze, evaluate, and critique current topics as well as prepare current campaigns for open discussion and presentation.

MEDIA ST 3030 Advertising and Social Media: 3 semester hours
Prerequisite: MEDIA ST 2090. Examination of advertising online with such topics as: social communities, friendvertising, virtual worlds, brand building, media democracy, online opinions, gaming, and how companies can leverage their brand using two-way interaction.

MEDIA ST 3035 Advanced Media Theory: 3 semester hours
Prerequisites: MEDIA ST 2235 or consent of instructor. This course examines major schools, ownership and theorists in mass media fields. The writings of the Frankfurt School, Marshall McLuhan, Ben Bagdikian, and others will be examined.

MEDIA ST 3070 International Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 and MEDIA ST 2275. Understanding international film, its properties, methods, aesthetics, and its impact on culture and society.

MEDIA ST 3113 Media Production II: 3 semester hours
Prerequisites: MEDIA ST 2113. Advanced study of the skills needed to create media packages. The class will provide students with a continuation of practical training in camera operations, directing, producing, switching, audio mixing, and lighting, as well as more advanced post production techniques. Lab arranged.

MEDIA ST 3150 Feature Writing: 3 semester hours
Same as ENGL 3150. Prerequisites: ENGL 1100 or equivalent. Study of freelance and staff-written magazine or newspaper feature articles. Emphasis on relationship between types of publication and article content, research methods, and writing style. Frequent short assignments - journal entries, interviews, library projects, article critiques, and market reports - lead to production of full-length feature articles. May not be taken on the satisfactory/unsatisfactory option. The course counts toward the English Certificate in Writing.

MEDIA ST 3180 Reporting: 3 semester hours
Same as ENGL 3180. Prerequisites: ENGL 3140 or equivalent. Theory and practice of reporting news for publication in the print media. Includes one classroom session and one field assignment weekly. Stories must be filed within deadline limit. Writing emphasis is on clarity, conciseness, and accuracy. The course counts toward the English Certificate in Writing.

MEDIA ST 3214 News Writing: 3 semester hours
Same as ENGL 3140. Prerequisites: ENGL 1100 or equivalent. An introduction to news writing and reporting. Course covers basic components of news reporting principles, and news writing style and structure. Daily writing assignments include coverage of speeches, meetings and interviews, accidents, deaths, courts, sports, consumer affairs, and government. Emphasis on clarity, accuracy, and speed. The course counts toward the English Certificate in Writing. THIS COURSE WAS PREVIOUSLY COMM 3214 PRIOR TO AUGUST 2007.

MEDIA ST 3215 Commercial Media Applications: 3 semester hours
Prerequisites: MEDIA ST 2210, MEDIA ST 2211; or consent of instructor. An integrated application of audio, video, and digital media production techniques for commercial purposes. Emphasizing a client-centered approach, students gain practical experience in developing media applications that conform to client-defined specifications.

MEDIA ST 3310 Video Production II: 3 semester hours
Prerequisite: MEDIA ST 2210. Study of advanced theories of media production. Refinement of production principles learned in MEDIA ST 2210. Exploration of complex program formats, and advanced non-linear editing techniques. Lab arranged.

MEDIA ST 3313 Advanced Video Editing: 3 semester hours
Prerequisites: Six (6) hours of television production. Study of advanced non-linear editing techniques, animation, and advanced graphics development. Exploration of state of the art editing formats. Lab arranged.

MEDIA ST 3317 Radio And The Recording Industry: 3 semester hours
Prerequisite: Junior standing. Historical development and current status of the recording industry, particularly as it interacts with the broadcast industry. Impact of radio and recording technology on the development of rock and other popular music.

MEDIA ST 3334 Advertising Media Planning: 3 semester hours
Prerequisite: MEDIA ST 1050. A hands-on study of how to determine an advertising budget, select media and develop a strategic plan.
**MEDIA ST 3338 Advertising Technique: 3 semester hours**
Same as MKTG 3738. Prerequisite: MEDIA ST 1100 or MKTG 3700 or consent of instructor. Techniques for creating advertising messages and campaigns to reach target audiences. Focus on the process of persuasion, importance of advertising in modern economics, rationale for company advertisement, evaluation of advertising effectiveness, and assessment of advertising myths and truths. Practical application of messages and campaigns will be stressed.

**MEDIA ST 3350 Mass Media History: 3 semester hours**
Prerequisites: MEDIA ST 1050 or MEDIA ST 1110. Examination of the social, economic, and political factors contributing to the development of American mass media. Emphasis on significant personalities who helped shape its course; analysis of select critical works.

**MEDIA ST 3355 Media Law And Regulation: 3 semester hours**
Prerequisites: MEDIA ST 1050 or MEDIA ST 1110. Discussion of laws affecting the mass media. Exploration of problems and issues in legal regulation of media content, ownership, access, and accountability. Discussion of industry self-regulation and the influence of citizens’ organizations.

**MEDIA ST 3356 Global Media Systems And Trends: 3 semester hours**
This course will survey major theories, global trends, and key stakeholders in the field of mass and multi-media. Designed to foster substantive comprehension of issues raised by transnational media corporations and their impact on other cultures and languages. Details about the BBC, CNN, MTV, Euro Disney, and the internet will be major components of this class.

**MEDIA ST 3357 Media Convergence: 3 semester hours**
This course will provide students with an overview of how computer technologies, telecommunication networks, and digital media are transforming contemporary culture and everyday life. Through hands-on projects on topics of social relevance, students will explore multiple platforms for reaching a variety of audiences. The course will also deal with policy issues such as regulation and competition.

**MEDIA ST 3362 Storytelling: 1-3 semester hours**
Prerequisites: Junior standing or consent of instructor. Course gives an overview of the history of storytelling, types of tales, and appropriate uses for storytelling. The primary emphasis of the course is in developing storytelling skills through preparation, performances, and evaluation.

**MEDIA ST 3370 Documentary Film: 3 semester hours**
Prerequisite: MEDIA ST 1070. Consideration of the history, theory, and criticism of nonfiction film. Screening of representative documentary films.

**MEDIA ST 3380 Feature Film Screenwriting: 3 semester hours**
This course involves a careful examination and execution of the art and craft of feature film screenwriting from concept through completion and marketing. Students will learn aspects of proper screenplay format, developing dramatic characters, theme, and plot, with emphasis on visual storytelling.

**MEDIA ST 3394 Internship In Journalism: 3-6 semester hours**
Prerequisites: Senior standing, with at least 12 hours of course work in journalism, masscommunication; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work with an off-campus newspaper, magazine, or other news organization, supervised by a journalism professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

**MEDIA ST 3395 Internship In Advertising: 3-6 semester hours**
Prerequisites: Senior standing, with at least 12 hours of course work in advertising; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have delayed grades. Practical work at an off-campus advertising agency, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

**MEDIA ST 3396 Internship In Radio: 3-6 semester hours**
Prerequisites: Senior standing, with at least 12 hours of course work in radio, broadcasting; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus radio station, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

**MEDIA ST 3397 Internship In Television/Film: 3-6 semester hours**
Prerequisites: Senior standing, with at least 12 hours of course work in television, film, video; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus television, film or video organization, supervised by a television, film or video professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

**MEDIA ST 3398 Internship In Media Studies: 3-6 semester hours**
Prerequisites: Senior standing, with at least 12 hours of course work in television, film, video, radio, journalism, broadcasting, mass communication; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus agency, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

**MEDIA ST 3500 Advanced Advertising Seminar: 3 semester hours**
Prerequisites: MEDIA ST 2080, MEDIA ST 2090, and MEDIA ST 3343 or consent of instructor. Students utilize skills learned in copywriting, creative advertising, and media buying and planning. Students are graded on research and customer insights, strategy, messaging and creative media plan, advertising partnerships, and measures of effectiveness. The course final includes preparing a Plan Book for a specific client and presenting at a national competition.

**MEDIA ST 3505 Field Experience in Advertising: 3 semester hours**
Prerequisites: Junior standing and completion of 3 courses from the Certificate in Advertising or consent of instructor. Through supervised travel, students will examine current ad campaigns, media placement, and effects on consumer purchasing behaviors. They will develop a broad hands-on understanding of the industry while applying principles and practices learned in the classroom. Topics include creativity with visual images and/or photographs, copywriting, accounting planning, account services, and media planning and buying. For field experience, students will visit advertising agencies, businesses that have in-house advertising departments, vendors (such as printers), museums, and other creative venues in St. Louis and/or other cities.

**MEDIA ST 3590 Directed Readings In Media Studies: 3 semester hours**
Prerequisites: consent of instructor; not open to students who have any delayed grades. Supervised independent study involving readings, conferences, papers, in one of the department's disciplines: advertising, radio, television, film, or journalism.
MEDIA ST 4040 Special Topics in Media Studies: 1-6 semester hours
Prerequisites: Junior, Senior, or Graduate standing and consent of instructor. Special topics with subject matter dealing with current issues, (theoretical or applied), in the discipline of media studies. Since the topics of MEDIA ST 4040 may change from semester to semester, the course may be repeated for up to 12 credit hours.

MEDIA ST 4270 Feature Film Writing: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of instructor. This course will include story conceptualization, development, and drafting a feature film script ready for production. Characterization, dramatic structure, thematic subtext, and visual storytelling will be emphasized.

MEDIA ST 4271 Feature Film Production: 3 semester hours
Prerequisites: MEDIA ST 2210 or consent of Instructor. This course will emphasize production techniques applicable to a wide variety of audio, film, and video-based media. Students will be involved in feature film production assignments on location in addition to regularly scheduled classes.

MEDIA ST 4272 Feature Film Post Production: 3 semester hours
Prerequisites: MEDIA ST 2210 or consent of instructor. This course will provide instruction in editing techniques and motivation, as well as continuity, rhythmic, graphic, and temporal editing principles. Students will work on feature film segments in addition to regularly scheduled classes.

MEDIA ST 4392 Administration Of Co-Curricular Activities: 3 semester hours
Prerequisites: Junior Standing or consent of instructor. A survey of skills required to administer the various co-curricular activities associated with teachers in the secondary schools, such as theatre performances and mass media centers.

MEDIA ST 4400 Senior Project: 3-6 semester hours
Prerequisites: Senior Status. Consent of Instructor. The capstone experience requires seniors to produce an original research project, a representative portfolio, or an intrinsic case study, which exemplifies their undergraduate study. Students will present their work to the instructor supervising the course, as well as program related-faculty. Repeatable up to 6 credit hours.