Communication BA, Mass Communication Emphasis

This emphasis area focuses on forms of communication that seek to reach broad audiences, such as news, movies, entertainment programming, video games, advertising, and social media. Courses address business strategies behind these forms of mass communication, how they are created, and how they affect individuals and society. Students pursuing this emphasis area gain a deeper understanding of some of the most fascinating and influential institutions in today's society

Students majoring in communication must complete a minimum of 36 credit-hours in communication courses. Students may complete either a general communication degree or they may select one of four different emphasis areas as a focus for their studies: Interpersonal Communication, Mass Communication, Applied Visual Communication, or Strategic Communication. To complete the degree with one of these emphases, the student must complete the 21 credit-hour core and at least 15 hours of electives from within the selected emphasis area. In addition, the skills and knowledge applied in the required Practicum/Internship should be consistent with the selected emphasis area. Students seeking a general communication degree must complete the 21 credit-hour core and can select elective courses from any combination of the emphasis areas.

General Education Requirements

Majors must satisfy the university and college general education requirements. 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

At least 18 credit hours must be taken at UMSL. Furthermore, at least 12 credit hours of the communication courses completed must be numbered 3000-4999 for students seeking a general communication degree, as well as for students pursuing an emphasis area. All students must earn a C or better in each of the required core courses of the major and maintain a 2.0 grade point average in all of the courses applied to the communication degree.

Course Number	Title	Hours
Required Courses		
COMM 1030	Introduction to Interpersonal Communication (MOTR COMM 120)	3
COMM 1050	Introduction to Media Literacy	3
COMM 2231	Workplace Communication: Secrets to Success	3
COMM 2332	Intercultural Communication	3
COMM 2235	Professional Communication	3
COMM 3330	Research Methods in Communication I	3
COMM 4920	Project Capstone	3
or COMM 4950	Internship Capstone	
Total Hours		**21**

Emphasis Area Requirements

The Mass Communication emphasis area focuses on the effects of mass media and the processes through which users create, distribute, and interpret these messages. 15 credits are needed.

Up to six credit hours of Special Topics Courses, Directed Readings courses, and Supervised Research courses offered by the Communication and Media Department can be applied to the emphasis area if the specific topic of the course is relevant to the emphasis area.

Course Number	Title	Hours
Choose five of the following courses:		
MEDIA ST 1070	Introduction to Cinema	
COMM 1369	Introduction to Health Communication	
MEDIA ST 2235	Media Theory	
COMM 3355	Regulating the Media	
MEDIA ST 3355	Media Law and Regulation	
MEDIA ST 3356	Global Media Systems and Trends	
COMM 3368	Advanced Health Communication	
COMM 4500	Seminar in Fundamental Communication Theory	
COMM 4700	Seminar in Fundamental Mass Communication Theory	
Total Hours		**15**

Learning Outcomes

- Learn how media industries, such as television, film, video games, radio, recorded music, and advertising, function as businesses and as forms of creative expression
- Understand how the growth of digital technology and social media have affected and changed media industries
- Appreciate how media content plays a role in socialization and learning
- Explore ways in which media content and technologies impact people's behaviors, thoughts, and emotions
- Recognize the various ways individuals interact with media, what needs media fulfill for them, and how this affects their experience with media

Sample Four Year Plan

First Year

Fall	Hours	Spring	Hours
INTDSC 1003[1]	1	COMM 2231	3
COMM 1030	3	EXPLORE: Mathematics & Natural Sciences	3
COMM 1050	3	EXPLORE: Humanities & Fine Arts	3
ENGL 1100	3	EXPLORE: Humanities & Fine Arts	3
CORE: Mathematics Proficiency	3	Elective or minor	3
CORE: US History & Government	3		
	16		**15**

Second Year

Fall	Hours	Spring	Hours
COMM 2235	3	COMM 2332	3
CORE: Information Literacy	3	EXPLORE: Humanities and Fine Arts	3
EXPLORE: Mathematics & Natural Sciences	3	EXPLORE: Math & Sciences	3

FGN LANG 1001	5	FGN LANG 1002	5
	14		**14**

Third Year

Fall	Hours	Spring	Hours
COMM 3330	3	COMM XXXX: Mass Communication Emphasis Course	3
ENGL 3100	3	COMM XXXX: Mass Communication Emphasis Course	3
FGN LAN 2101	3	COMM XXXX: Mass Communication Emphasis Course	3
Cultural Diversity	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
	15		**15**

Fourth Year

Fall	Hours	Spring	Hours
COMM 1950	1	COMM 4920	3
COMM XXXX: Mass Communication Emphasis Course	3	Elective or minor	3
COMM XXXX: Mass Communication Emphasis Course	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3		
	16		**15**

Total Hours: 120

[1] INTDSC 1003 is required only for first-time freshmen and transfer students with less than 24 college credits.

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.