

2013-2014
Bachelor of Science in Mass Communication
ELECTRONIC MEDIA EMPHASIS CURRICULUM GUIDE

FRESHMAN SEMESTER – 1			FRESHMAN SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
ENGL 1301	Academic Writing and Argumentation	3 hours	ENGL 1302 (PR) or 2311 (PR)	Research and Rhetoric or Professional and Technical writing	3 hours
CORE 90	Institutionally Designated Option	3 hours	CORE 30	Natural Science Core	3-4 hrs
CORE 20	Mathematics Core	3 hours	MCOM 2376	Mass Communication Theory	3 hours
MCOM 2315	Writing for Media	3 hours	CORE 60	Refer to Degree Checklist	3 hours
MCOM 2171	KWTS Practicum	1 hour	COMM 1315	Basic Public Speaking	3 hours
MCOM 1307	Intro. to Mass Communication	3 hours			
	Total Semester Hours	16		Total Semester Hours	15 -16

SOPHOMORE SEMESTER – 1			SOPHOMORE SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
POSC 2305 or 2370	American National Government or Constitutional American Govt.	3 hours	POSC 2306	State & Local Govt.	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	MCOM CORE	See Electronic Media Emphasis list ♦	3 hours
MCOM 2310	Media Design	3 hours	CORE 30	Natural Science Core	3 -4 hrs
MCOM CORE	See Electronic Media Emphasis list ♦	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2171	KWTS Practicum	1 hour	COMM 2377	Intercultural Communication	3 hours
CORE 50	Refer to Degree Checklist	3 hours			
	Total Semester Hours	16		Total Semester Hours	15-16

JUNIOR SEMESTER – 1			JUNIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
MCOM CORE	See Electronic Media Emphasis list ♦	3 hours	MCOM 3305	New Media	3 hours
MCOM 3302 or 3314 or COMM 3315 (S)	Journalism Research or PR & AD Research or Research Methods (S)	3 hours	MCOM 3312 or MCOM 3335 (PR)	Advertising Techniques or Television Reporting	3 hours
BS Requirement	Refer to Degree Checklist	3 hours	CORE 60	Refer to Degree Checklist	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	BS Requirement	Refer to Degree Checklist	3 hours
			MCOM 2171	KWTS Practicum	1 hour
	Total Semester Hours	15		Total Semester Hours	16

SENIOR SEMESTER – 1			SENIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
MCOM 4302 (PR)	Mass Communication Ethics	3 hours	MCOM 4398	Media Internship	3 hours
MCOM 2327, 3379 or 3331	Advertising Principles, Media Mgt. or Media History	3 hours	MCOM 3327	Media Law	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	MCOM 4191 (PR)	Portfolio & Professional Dev.	1 hour
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
ELECTIVE	Non Mass Communication Course	0-2 hrs♦♦	ELECTIVE	Non Mass Communication Course	3 hours
	Total Semester Hours	12-14		Total Semester Hours	13
F=Fall only		PR=Prerequisite	N=See note		S=Spring only

Notes:

- All Mass Communication Majors must take MCOM 1307 for **CORE 40**, MCOM 2315 and Choose one research course from research course options.
- MCOM 3305** pre-requisite is **MCOM 1307**.
- MCOM 3335** pre-requisites are **MCOM 1307** & **MCOM 2315**.
- MCOM 4191** pre-requisite is **senior level standing**. This course should be taken during a student's final semester at WT.
- MCOM 4302** pre-requisites are **MCOM 2315** & **junior level standing**.
- MCOM 4310** Media Design is now **MCOM 2310**.
- Communication Department section of **IDS 1071** highly recommended for all Mass Communication majors
- MCOM majors** are limited to completing 43 semester credit hours in MCOM (28-hour core and 15 hours of internship and emphasis courses) per accreditation standards. Remaining degree requirements and hours (**77 hours minimum**) must be fulfilled by completing non-mass communication courses.
- ELECTRONIC MEDIA ELECTIVES—9 hours (if MCOM 2171 is taken 3X) not taken for MCOM Core from:** MCOM 1336, 2303, 3306 (S of even; PR: 2303), 3310 (F of even yrs.), 3322 (S; PR: 1336), 3331 (S), 4322 (F of even yrs.), 4331 (F of even yrs.), 4390 (PR: senior standing).
- NON-MCOM ELECTIVE S** for majors include, but are not limited to: COMM 3341 Persuasion (F/S); COMM 3320 Nonverbal Communication (F); COMM 3345 Small Group Discussion (S); COMM 3360 Gender Com (F/S); COMM 4310 Training and Dev. (S); COMM 4330 Storytelling (F/S); MGT 3330; MKT 3340
- ♦♦ **ELECTIVE(S)**: Hours will vary depending on hours completed for Core 30 and foreign language. Minimum total required for degree is 120 hours.