

**Bachelor of Arts 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 hour
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	3 hours	POSC 2306	State & Local Govt.	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	E/MEDIA ELECTIVE	See list below ♦	3 hours
MCOM 2310	Media Design	3 hours	CORE 30	Natural Science Core	3-4 hrs
E/MEDIA ELECTIVE	See list below ♦	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2171	KWTS Practicum	1 hour	COMM 2377	Intercultural Communication	3 hour
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
Foreign Language	Refer to Degree Checklist	3-4 hrs	Foreign Language	Refer to Degree Checklist	3-4 hrs
MCOM 3302 or 3314 or COMM 3315(PR)(S)	Journalism Research or PR & AD Research or Research Methods (S)	3 hours	E/MEDIA ELECTIVE	See list below ♦	3 hours
MCOM 2171	KWTS Practicum	1 hour	MCOM 3312 or MCOM 3335 (PR)	Advertising Techniques or Television Reporting	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	CORE 60	Refer to Degree Checklist	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE ♦♦	Non Mass Communication Course	0-3 hours
MCOM 3305 (PR)	New Media	3 hours			
	Total Semester Hours	16-17		Total Semester Hours	12-15♦♦

SENIOR SEMESTER – 1			SENIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
MCOM 4302 (PR)	Mass Communication Ethics	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2327, 3379 or 3331	Advertising Principles, Media Mgt. or Media History	3 hours	BA Requirement	Refer to Degree Checklist	3 hours
BA Requirement	Refer to Degree Checklist	3 hours	MCOM 4398	Media Internship	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	MCOM 3327	Media Law	3 hours
ELECTIVE ♦♦	Non Mass Communication Course	0-3 hours	MCOM 4191 (PR)	Portfolio & Professional Dev.	1 hour
	Total Semester Hours	12-15♦♦		Total Semester Hours	13

F=Fall only	PR=Prerequisite	N=See note	S=Spring only
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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) because of accreditation standards that encourage the completion of up to 80 semester credit hours in 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 OPTIONS** for mass comm. 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*).
- ♦♦ **ELECTIVE(S):** Hours needed will vary according to hours completed for Core 30 and foreign language. Minimal total for degree is 120 hours.