

# BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION

## Overview

The multimedia communication program prepares students for careers in the mass communication fields. Our students graduate with an in-depth knowledge of the intellectual challenges found in media industries and a complete tool kit of skills and techniques necessary for content creation, audience analysis and production management.

The multimedia communication curriculum is designed to aid students in the pursuit of careers in all fields of mass communication including broadcasting, public relations and social media content creation.

COURSE	TITLE	S.H.
<b>FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR</b>		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
<b>GENERAL EDUCATION</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE: Mathematics Course	*Any approved GE: MATH Course, MATH 2623 recommended	3
<b>Arts &amp; Humanities (6 sh)</b>		
JOUR 2603	Media Ethics and Social Responsibilities <sup>required for major</sup>	3
GE: Arts and Humanities		3
<b>Natural Sciences (7 sh)</b>		
GE: Natural Science Course		3
GE: Natural Science Course with Lab		4
<b>Social Sciences (6 sh)</b>		
MCOM 1595	Media Literacy and Culture <sup>required for major</sup>	3
GE: Social Sciences		3
<b>General Education Electives (9 sh)</b>		
CMST 1545	Communication Foundations <sup>required for major</sup>	3
CMST 2610	Intercultural Communication <sup>required for major</sup>	3
GE Elective Course		3
<b>Required Support Courses</b>		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
<b>Major Requirements</b>		
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
<b>Option (Students must select either Option A or Option B)</b>		<b>20-21</b>
<b>Option A: Production</b>		
JOUR 4890	Writing and Producing Television News	

MCOM 3782	Advanced Multicamera Production	
MCOM 3782L	Multicamera Lab 2	
MCOM 3781L	Audio Production	
MCOM 4884L	Video Production Direction	
Select 3 (9 SH) of the following: MCOM 1570, MCOM 3784, MCOM 3791, MCOM 3793L, MCOM 3795, MCOM 4888, JOUR 3721L, JOUR 3790		
<b>Option B: Media Management</b>		
MCOM 3784	Electronic Media Content Strategies	
MCOM 3791	Electronic Media Promotion and Sales	
Select 5 (15 SH) of the following: MCOM 1570, MCOM 3781, MCOM 3782 (with MCOM 3782L), MCOM 3793, MCOM 3794, MCOM 3795, MCOM 4882, MCOM 4884, MCOM 4888, JOUR 3721L, JOUR 3790		
<b>Seminar Requirement</b>		
MCOM 4897	Seminar	3
or JOUR 4825	Selected Topics in Journalism	
<b>Senior Capstone</b>		
MCOM 4899	Senior Project	3
<b>FREE ELECTIVES</b> *Hours will vary based upon what is needed for 120 SH		
<b>23</b>		
<b>Total Semester Hours</b>		<b>120-123</b>
<b>Year 1</b>		
<b>Fall</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
CMST 1500	Exploring Communication	3
MCOM 2624	Communication Technology - Photo and Video	3
or MCOM 2625	or Communication Technologies: Aesthetics and Design	
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
YSU 1500	Success Seminar	1-2
or YSU 1500S	or Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
<b>Semester Hours</b>		<b>13-15</b>
<b>Spring</b>		
ENGL 1551	Writing 2	3
JOUR 2602	Media Writing	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
or MCOM 2624	or Communication Technology - Photo and Video	
MCOM 2685	Producing	3
Option Course		3
<b>Semester Hours</b>		<b>15</b>
<b>Year 2</b>		
<b>Fall</b>		
CMST 1545	Communication Foundations	3
JOUR 2603	Media Ethics and Social Responsibilities	3
MCOM 3726	American Media: History, Principles and Practices	3
Math Requirement		3
Option Course		3
<b>Semester Hours</b>		<b>15</b>
<b>Spring</b>		
MCOM 1595	Media Literacy and Culture	3
Option Course		3

GE: Lab Science		4
GE: Social Science		3
Free Elective		3
<b>Semester Hours</b>		<b>16</b>
<b>Year 3</b>		
<b>Fall</b>		
CMST 2610	Intercultural Communication	3
CMST 3790	Personal Brand Communication	3
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
Option Course		3
<b>Semester Hours</b>		<b>15</b>
<b>Spring</b>		
JOUR 4824	Communication Law	3
Option Course		3
Option Course		3
GE: Arts and Humanities		3
Free Elective		3
<b>Semester Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Fall</b>		
MCOM 4897 or JOUR 4825	Seminar or Selected Topics in Journalism	3
Option Course		3
GE: Natural Science		3
Free Elective		3-4
Free Elective		3
<b>Semester Hours</b>		<b>15-16</b>
<b>Spring</b>		
MCOM 4899	Senior Project	3
Option Course		3
GE: Elective Course		3
Free Elective		3
Free Elective		4
<b>Semester Hours</b>		<b>16</b>
<b>Total Semester Hours</b>		<b>120-123</b>

## LEARNING OUTCOMES

The student learning outcomes for the B.A. degree program in multimedia communication are as follows:

SL01: Students will compose messages using multi-media technology.

SL02: Students will use the production process to construct written, oral and visual messages for a specific audience.

SL03: Students will examine and apply legal and ethical concepts associated with careers in mass media.

SL04: Students will describe the prevailing theories and professional structures of electronic media both in the U.S. and globally.