

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION

Overview

The multimedia communication program prepares students to produce and deliver content that passes through some medium such as television, radio, or the Internet. For example, on this track, students may study how content created for the Internet and social media (e.g., YouTube) impacts traditional forms of broadcast media such as radio and television. Students learn about early stages of the field as well as contemporary combinations of telecasting through various media outlets. The multimedia communication program provides students with an in-depth knowledge and intellectual challenges in electronic communication. Students receive practical orientation to the skills and techniques of broadcasting and video production. Further, students explore contemporary theories and problems central to mass media, as well as examine new communication media.

The multimedia communication curriculum is designed to aid the student in pursuit of careers not only in broadcasting, but also in recently expanding avenues of communication such as non-commercial broadcasting, corporate communication, industrial communication, cablecasting, social media and independent production. Internships are available are regionally based, national and international media organizations.

Possible Careers

- Audio producer, director, editor
- Camera operator
- Content producer
- Digital media producer, director, editor
- On-air host
- Media sales
- Media management
- Multimedia producer
- Radio DJ
- Social media manager
- Video blogger (vlogger)
- Video producer, director, editor

COURSE	TITLE	S.H.
FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
GE: Mathematics Course	*Any approved GE: MATH Course, MATH 2623 recommended	3
GE: Arts and Humanities (6 s.h.)		6
GE: Natural Sciences (7 s.h.)	One Science course must include a lab	7
GE: Social Sciences		
MCOM 1595	Media Literacy and Culture *required for major	3
GE: Social Science Course		3
GE: Social and Personal Awareness		
CMST 2610	Intercultural Communication *Required for major	3

GE: Social & Personal Awareness Course		3
Foreign Language Requirement		
FNLG 1550	Elementary Foreign Language (or FNLG 1505)	4
FNLG 2600	Intermediate Foreign Language (or FNLG 1506)	4
Required Support Courses		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
Major Requirements		
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
MCOM 2683	Foundations of Multicamera Production	3
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3
MCOM 3780	Presentational Literacy	3
MCOM 3782	Advanced Multicamera Production	3
MCOM 4850	Applied Production	3
Senior Capstone		
MCOM 4899	Senior Project	3
Seminar Requirement		
MCOM 4897	Seminar in Telecommunication	3
or JOUR 4825	Selected Topics in Journalism	
Option (Students must select either Option A or Option B)		15
Option A: Production		
MCOM 3781	Audio Production	
MCOM 4884	Video Production Direction	
JOUR 4890	Writing and Producing Television News	
Select 2 (6 SH) of the following: MCOM 1570, MCOM 3784, MCOM 3791, MCOM 3793, MCOM 3794, MCOM 3795, MCOM 4882, MCOM 4888		
Option B: Media Management		
MCOM 3784	Electronic Media Content Strategies	
MCOM 3791	Electronic Media Promotion and Sales	
Select 3 (9 SH) of the following: MCOM 1570, MCOM 3781, MCOM 3793, MCOM 3794, MCOM 3795, MCOM 4882, MCOM 4884, MCOM 4888		
FREE ELECTIVES *Hours will vary based upon what is needed for 120 SH		17
Total Semester Hours		120-122
Year 1		
Fall		
YSU 1500	Success Seminar	S.H. 1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
Free Elective		2
CMST 1500	Exploring Communication	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
MCOM 2624	Communication Technology - Photo and Video	3
or MCOM 2625	or Communication Technologies: Aesthetics and Design	
JOUR 2602	Media Writing	3
Semester Hours		15-17
Spring		
MCOM 1595	Media Literacy and Culture	3

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MCOM 2625 or MCOM 2624	Communication Technologies: Aesthetics and Design or Communication Technology - Photo and Video	3
MCOM 2685	Producing	3
ENGL 1551	Writing 2	3
Math Requirement	Any GE: Approved Math, MATH 2623 recommended	3
Semester Hours		15
Year 2		
Fall		
MCOM 2683	Foundations of Multicamera Production	3
MCOM 3780	Presentational Literacy	3
CMST 1545	Communication Foundations	3
GE: Lab Science		4
FNLG 1550	Elementary Foreign Language	4
Semester Hours		17
Spring		
MCOM 3782	Advanced Multicamera Production	3
CMST 2610	Intercultural Communication	3
Option Course		3
FNLG 2600	Intermediate Foreign Language	4
GE: Arts & Humanities		3
Semester Hours		16
Year 3		
Fall		
MCOM 3726	American Media: History, Principles and Practices	3
CMST 3790	Personal Brand Communication	3
GE: Social Science		3
GE: Arts & Humanities		3
Semester Hours		12
Spring		
JOUR 4824	Communication Law	3
Option Course		3
Option Course		3
GE: Natural Science		3
Free Elective		3
Semester Hours		15
Year 4		
Fall		
MCOM 4850	Applied Production	3
MCOM 4897 or JOUR 4825	Seminar in Telecommunication or Selected Topics in Journalism	3
Option Course		3
Free Elective		3
Free Elective		3
Semester Hours		15
Spring		
MCOM 4899	Senior Project	3
Option Course		3
GE: Social & Personal Awareness		3
Free Elective		3
Free Elective		3
Semester Hours		15
Total Semester Hours		120-122

3 The student learning outcomes for the B.A. degree program in telecommunication studies are as follows:

- The student will construct arguments using basic reasoning skills and avoiding fallacies;
- The student will compose messages using multi-media technology;
- The student will design written, oral, and visual messages to communicate ideas to a specific audience;
- The student will appraise the values, attitudes, and goals of a potential audience using demographic and psychographic variables;
- The student will describe the prevailing theories of electronic media and appraise the relative value of each.