

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: BROADCAST PRODUCTION

Broadcast Production

Students completing the Broadcast Production concentration prepare for decision-making and technical responsibilities in broadcast, cable, and alternative video production. Technical, artistic, and management skills combine to ensure that quality electronic content is presented in an effective, appropriate, cost-effective, and engaging manner.

All students who choose to declare a major or minor in Mass Communication or Ag/Com will be required to pass the Pearson Grammar Competency Lab with a score of 80 percent or better before they will be allowed to register for 3000 or 4000-level courses in MCOM. The lab is offered free of charge. Please see Grammar Module (<http://www.shsu.edu/academics/mass-communication/grammar-module/grammar-module.html>) for additional information.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Broadcast Production		
Core Curriculum		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture)		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences)		3
Component Area IX (Component Area Option)		4
Degree Specific Requirements		
PHIL 2306	Contemporary Moral Issues ¹	3
ARTS 2370	Digital Photography I	3
Select one of the following: ²		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
Foreign Language - 14 Hours - 4 Courses (XXXX1411, 1412, 2311, 2312): ³		14
Advanced Liberal Arts Electives (6 hours)		6
Mass Communication Core (14 hours)		
MCOM 1130	Media Literacy ⁴	1
MCOM 1330	Analysis of Electronic Culture	3
MCOM 1332	Writing For Mass Media	3
MCOM 2371	TV & Film Production	3
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics	3
Courses Required for Concentration (21 hours)		
MCOM 1371	Audio Production & Performance	3
MCOM 3026	Media Practicum	3
MCOM 3372	Single Cam & Non-Linear Edit I	3
MCOM 3375	Scriptwriting	3
MCOM 3377	Multi-Camera Studio Production	3
MCOM 3379	Multi-Camera Field Production	3
MCOM 4373	Advanced Production	3
Concentration Electives (12 hours)		
MCOM 3366	Photojournalism	
MCOM 3378	Production Management	

MCOM 4022	Special Topic	
MCOM 4099	Independent Study	
MCOM 4365	Online Journalism	
MCOM 4376	Advanced Audio Production	
MCOM 4378	Multi-Camera Remotes	
MCOM 4398	Professional Internship	
Select Option A or B		12
Option A: 12 Credits in 1 Subject Area, 6 Upper Level		
Option B: 12 Credits in Business, 6 Upper Level		
Total Hours		120

- ¹ PHIL 2306 satisfies three hours of the requirement for Component Area IX and is a degree specific requirement for mass communication.
- ² ECON 2300 or ECON 2301 or ECON 2302 satisfies the requirement for Component Area VIII and is a degree specific requirement for mass communication.
- ³ Foreign Language Course XXXX2311 or XXXX2312 satisfies the requirement for Component Area IV and part of the mass communication foreign language requirement.
- ⁴ MCOM 1130 satisfies one hour of requirement for Component Area IX as well as the major requirement.

First Year

Fall	Hours Spring	Hours
Component Area I	3 Component Area I	3
Component Area II	3 ECON 2300, 2301, or 2302 ²	3
Foreign Language XXXX1411 ¹	4 Foreign Language XXXX1412 ¹	4
MCOM 1330	3 MCOM 1130 ²	1
MCOM 1332	3 MCOM 2371	3
MCOM 3026	1	
	17	14

Second Year

Fall	Hours Spring	Hours
Component Area III	4 Component Area III	4
Advanced Liberal Arts Elective	3 Component Area VI	3
Foreign Language XXXX2311 ^{1,2}	3 ARTS 2370	3
MCOM 4371	3 Foreign Language XXXX2312 ¹	3
PHIL 2306 ²	3 MCOM 1371	3
	16	16

Third Year

Fall	Hours Spring	Hours
Component Area V	3 Component Area VII	3
Component Area VII	3 Component Area VI	3
Advanced Liberal Arts Elective	3 MCOM 3377	3
MCOM 3372	3 MCOM 3379	3
MCOM 3375	3 Option A or B: Lower Division Course	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
MCOM 3026	3 MCOM 4373	3
MCOM Concentration Elective ³	3 MCOM Concentration Elective ³	3
MCOM Concentration Elective ³	3 MCOM Concentration Elective ³	3
Option A or B: Lower Division Course	3 Option A or B: Upper Division Course	3
Option A or B: Upper Division Course	3	
	15	12

Total Hours: 120

- 1 Four courses in one language required.
- 2 Courses may be counted in two separate requirements.
- 3 For MCOM concentration electives, select 12 hours of the following: MCOM 3366, , MCOM 3378, MCOM 4022, MCOM 4099, MCOM 4365, MCOM 4376 MCOM 4378, MCOM 4398.