

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: MULTIPLATFORM JOURNALISM

Multiplatform Journalism

The Multiplatform Journalism Concentration empowers students to craft news content on a variety of emerging media platforms with efficiency and expedience. Students develop traditional reporting and interviewing skills, writing and copy editing proficiencies, and expertise with photography, audio recording, and video recording. Publication across a variety of platforms, including student-created websites and diverse social media, is also emphasized.

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 visit 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: Multi-Platform Journalism		
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 (24 hours)		
MCOM 1371	Audio Production & Performance	3
MCOM 2362	News Reporting	3
MCOM 3361	Broadcast Journalism Writing	3
MCOM 3364	News Editing	3
MCOM 4361	TV News Producing	3
MCOM 4364	Investigative Reporting	3
MCOM 4365	Online Journalism	3
MCOM 4383	Audience Research & Analysis	3
Concentration Electives (9 hours)		9

MCOM 3026	Media Practicum
MCOM 3360	Specialized Writing
MCOM 3362	Media Criticism
MCOM 3365	Announcing for Broadcast News
MCOM 3366	Photojournalism
MCOM 3372	Single Cam & Non-Linear Edit I
MCOM 4022	Special Topic
MCOM 4099	Independent Study
MCOM 4376	Advanced Audio Production
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 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 the requirement for Component Area IX as well as the major.

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	3
	16	14

Second Year

Fall	Hours Spring	Hours
Component Area III	4 Component Area III	4
Advanced Liberal Arts Elective	3 ARTS 2370	3
Foreign Language XXXX2311 ^{1,2}	3 Foreign Language XXXX2312 ¹	3
PHIL 2306 ²	3 MCOM 1371	3
MCOM 4371	3 MCOM 2362	3
	13	16

Third Year

Fall	Hours Spring	Hours
Component Area VI	3 Component Area V	3
Advanced Liberal Arts Elective	3 Component Area VI	3
MCOM 3026	1 MCOM 3364	3
MCOM 3361	3 MCOM 3372	3
MCOM Concentration Elective ³	3 Option A or B: Upper Division Course	3
Option A or B: Lower Division Course	3	
	16	15

Fourth Year

Fall	Hours Spring	Hours
Component Area VII	3 Component Area VII	3
MCOM 4364	3 MCOM 4361	3
MCOM Concentration Elective ³	3 MCOM 4365	3
Option A or B: Lower Division Course	3 MCOM 4383	3

Option A or B: Upper Division Course	3 MCOM Concentration Elective ³	3
	15	15

Total Hours: 120

- 1 Four courses required in one language.
- 2 Courses may be counted in two separate requirements.
- 3 For MCOM concentration electives, select 9 hours of the following: MCOM 3026, MCOM 3360, MCOM 3365, MCOM 3366, MCOM 4376, MCOM 3372, MCOM 4022, MCOM 4099, MCOM 4398.