

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 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 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.

Writing Enhanced Courses. All undergraduate students are required to complete at least six hours of writing enhanced courses within the discipline, of which three hours must be advanced.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Multi-Platform Journalism		
Core Curriculum (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		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		
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 (WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312): ³		14
PHIL 2306	Contemporary Moral Issues ⁴	3
Mass Communication Core (14 hours)		
MCOM 1130	Media Literacy ⁵	1
MCOM 1330	Analysis of Electronic Culture (Writing Enhanced)	3
MCOM 1332	Writing For Mass Media (Writing Enhanced)	3
MCOM 2371	TV & Film Production	3
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics (Writing Enhanced)	3
Courses Required for Concentration (21 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
Concentration Electives (12 hours)		12

MCOM 3026	Media Practicum
MCOM 3360	Specialized Writing
MCOM 3362	Media Criticism
MCOM 3365	Broadcast Performance
MCOM 3366	Photojournalism
MCOM 3372	Single Cam & Non-Linear Edit I
MCOM 4022	Special Topic (Limited to 3 SCH)
MCOM 4099	Independent Study (Limited to 3 SCH)
MCOM 4366	Social Implications of Media
MCOM 4376	Advanced Audio Production
MCOM 4383	Audience Research & Analysis
MCOM 4393	International Media
MCOM 4398	Professional Internship

Select Option A or B **18**

Option A: 18 Credits in 1 Subject Area, 12 Upper Level

Option B: 18 Credits in Business, 12 Upper Level

Total Hours 120

- 1 MATH 1332 is recommended.
- 2 ECON 2300, or ECON 2301 or ECON 2302 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a degree specific requirement for mass communication.
- 3 Four courses required in one language. Foreign Language Course WOLC 2311 or WOLC 2312 satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture) as well as a portion of the mass communication foreign language requirement.
- 4 PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a degree specific requirement for mass communication.
- 5 MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.

Note: All Mass Communication majors and minors must earn a grade of 'C' or better in each Mass Communication course.

First Year

Fall	Hours	Spring	Hours
Component Area I (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)		3 Component Area I (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3
Component Area II (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii) ¹		3 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
HIST 1301 ²		3 HIST 1302 ²	3
MCOM 1330 (Writing Enhanced)		3 MCOM 1332	3
MCOM 1371		3 MCOM 2371	3
		15	16

Second Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
MCOM 1130 ³		1 ARTS 2370	3
MCOM 2362		3 MCOM 3361	3
POLS 2305 ⁴		3 POLS 2306 ⁴	3
WOLC 1411 ⁵		4 WOLC 1412 ⁵	4
		15	16

Third Year

Fall	Hours	Spring	Hours
ECON 2300, 2301, or 2302 ⁶		3 MCOM Advanced Concentration Elective ⁷	3
MCOM Advanced Concentration Elective ⁷		3 MCOM 4361	3
MCOM 3364		3 Option A or B: Lower Division Course ⁸	3
Option A or B: Lower Division Course ⁸		3 PHIL 2306 ⁹	3
WOLC 2311 ⁵		3 WOLC 2312 ⁵	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
MCOM 3026		1 MCOM Advanced Concentration Elective ⁷	6
MCOM 4364		3 MCOM 4371	3
MCOM 4365		3 Option A or B: Upper Division Course ⁸	3
Option A or B: Upper Division Course ⁸		3 Option A or B: Upper Division Course ⁸	3
Option A or B: Upper Division Course ⁸		3	
		13	15

Total Hours: 120

¹ MATH 1332 is recommended.² Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).³ MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.⁴ Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).⁵ Four courses required in one language. Foreign Language Course WOLC 2311 or WOLC 2312 satisfies the Core Curriculum requirement for the Component Area IV (Language, Philosophy, and Culture) as well as a portion of the mass communication foreign language requirement.⁶ ECON 2300 (<http://catalog.shsu.edu/archives/2020-2021/search/?P=ECON%202300>), or ECON 2301 (<http://catalog.shsu.edu/archives/2020-2021/search/?P=ECON%202301>) or ECON 2302 (<http://catalog.shsu.edu/archives/2020-2021/search/?P=ECON%202302>) satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a degree specific requirement for mass communication.⁷ See, MCOM Concentration Elective course list below.⁸ Option A: 18 Credits in 1 Subject Area, 12 Upper Level or Option B: 18 Credits in Business, 12 Upper Level.⁹ PHIL 2306 satisfies the Core Curriculum requirement for the Component Area IX (Component Area Option) as well as a degree specific requirement for mass communication.**Note:** All Mass Communication majors and minors must earn a grade of 'C' or better in each Mass Communication course.

Code	Title	Hours
MCOM Concentration Elective Courses⁸		
Select three of the following:		
MCOM 3026	Media Practicum	3
MCOM 3360	Specialized Writing	3
MCOM 3362	Media Criticism	3
MCOM 3365	Broadcast Performance	3
MCOM 3366	Photojournalism	3
MCOM 4022	Special Topic	3
MCOM 4099	Independent Study	3
MCOM 4366	Social Implications of Media	3
MCOM 4376	Advanced Audio Production	3
MCOM 4383	Audience Research & Analysis	3
MCOM 4393	International Media	3
MCOM 4398	Professional Internship	3

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BA in Mass Communication: Multiplatform Journalism is designed to provide graduates with the following marketable skills:

- Demonstrate strong oral, aural, and written communication skills.
- Utilize leadership, critical thinking, and team-working skills.
- Conduct the collection, analysis, and management of digital data.
- Conceptualize and produce original and creative media.
- Produce media campaigns for social and digital platforms.