

# 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.

### Requirements

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.

Students choosing to major or minor in MCOM or Ag/Com must receive a grade of C or better in MCOM coursework.

All undergraduate students at SHSU 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
<b>Bachelor of Arts, Major in Mass Communication: Multi-Platform Journalism</b>		
Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a> )		
Component Area I (Communication)		6
Component Area II (Mathematics) <sup>1</sup>		3
Component Area III (Life and Physical Science) <sup>2</sup>		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) <sup>3</sup>		3
Component Area IX (Component Area Option) <sup>4,5</sup>		4
<b>Degree Specific Requirements</b>		
Select one of the following: <sup>3</sup>		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): <sup>2</sup>		14
PHIL 2306	Contemporary Moral Issues <sup>4</sup>	3
<b>Mass Communication Core (14 hours)</b>		
MCOM 1130	Media Literacy <sup>5</sup>	1
MCOM 1330	Media, Culture and Society (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
<b>Courses Required for Concentration (21 hours)</b>		
MCOM 1371	Audio Production & Performance	3
MCOM 2362	News Reporting	3
MCOM 3361	Broadcast Journalism Writing	3
MCOM 3364	Editing News Copy	3
MCOM 4361	TV News Producing	3
MCOM 4364	Investigative Reporting	3
MCOM 4365	Mobile & Social Reporting	3

<b>Concentration Electives (15 hours)</b>		<b>15</b>
MCOM 3026	Media Practicum	
MCOM 3360	Specialized Writing	
MCOM 3362	Media Criticism	
MCOM 3365	Broadcast Performance	
MCOM 3366	Photojournalism	
MCOM 3369	Designing and Producing Scholastic Media	
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 4367	Reporting Sports Journalism	
MCOM 4369	Leadership in the Scholastic Media Newsroom	
MCOM 4376	Advanced Audio Production	
MCOM 4393	Global Media	
MCOM 4398	Professional Internship	

<b>Select Option A or B</b>		<b>18</b>
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Option A: 18 Credits in 1 Subject Area, 12 Upper Level

Option B: 18 Credits in Business, 12 Upper Level

<b>Total Hours</b>		<b>120</b>
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<sup>1</sup> MATH 1332 is recommended.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a degree specific requirement for mass communication.

<sup>5</sup> MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.

### First Year

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

### Second Year

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )		4 Component Area V ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav</a> )	3
MCOM 1130 <sup>3</sup>		1 ECON 2300, 2301, or 2302 <sup>6</sup>	3
MCOM 2362		3 MCOM 3361	3
POLS 2305 <sup>4</sup>		3 POLS 2306 <sup>4</sup>	3
WOLC 1411 <sup>5</sup>		4 WOLC 1412 <sup>5</sup>	4
		<b>15</b>	<b>16</b>

**Third Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
MCOM Advanced Concentration Elective <sup>7</sup>		6 MCOM Advanced Concentration Elective <sup>7</sup>	3
MCOM 3364		3 MCOM 4361	3
Option A or B: Lower Division Course <sup>8</sup>		3 Option A or B: Lower Division Course <sup>8</sup>	3
WOLC 2311 <sup>5</sup>		3 PHIL 2306 <sup>9</sup>	3
		WOLC 2312 <sup>5</sup>	3
		<b>15</b>	<b>15</b>

**Fourth Year**

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

**Total Hours: 120**

<sup>1</sup> MATH 1332 is recommended.

<sup>2</sup> Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).

<sup>3</sup> MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.

<sup>4</sup> Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).

<sup>5</sup> 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.

<sup>6</sup> ECON 2300 (<http://catalog.shsu.edu/archives/2021-2022/search/?P=ECON%202300>), or ECON 2301 (<http://catalog.shsu.edu/archives/2021-2022/search/?P=ECON%202301>) or ECON 2302 (<http://catalog.shsu.edu/archives/2021-2022/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.

<sup>7</sup> See, MCOM Concentration Elective course list below.

<sup>8</sup> Option A: 18 Credits in 1 Subject Area, 12 Upper Level or Option B: 18 Credits in Business, 12 Upper Level.

<sup>9</sup> 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.

<b>Code</b>	<b>Title</b>	<b>Hours</b>
<b>MCOM Concentration Elective Courses<sup>8</sup></b>		
Select five 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 3369	Designing and Producing Scholastic Media	3
MCOM 4022	Special Topic	3
MCOM 4099	Independent Study	3
MCOM 4366	Social Implications of Media	3
MCOM 4367	Reporting Sports Journalism	3
MCOM 4369	Leadership in the Scholastic Media Newsroom	3
MCOM 4376	Advanced Audio Production	3
MCOM 4393	Global 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.