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.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts, Major in Mass Communication: Broadcast Production</td>
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<td>Core Curriculum [catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum]</td>
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<td>Component Area III (Life and Physical Science)</td>
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<td>Component Area IV (Language, Philosophy, and Culture)</td>
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<td>Component Area V (Creative Arts)</td>
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<tr>
<td>Component Area VI (U.S. History)</td>
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<tr>
<td>Component Area VII (Political Science/Government)</td>
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<td>Component Area VIII (Social and Behavioral Sciences)</td>
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<td>Degree Specific Requirements</td>
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<tr>
<td>PHIL 2306</td>
<td>Contemporary Moral Issues ²</td>
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<td>ARTS 2370</td>
<td>Digital Photography I</td>
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<td>ECON 2300</td>
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<td>ECON 2301</td>
<td>Principles Of Macroeconomics</td>
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<td>Advanced Liberal Arts Electives (6 hours)</td>
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<tr>
<td>Mass Communication Core (14 hours)</td>
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<tr>
<td>MCOM 1130</td>
<td>Media Literacy ⁵</td>
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<td>MCOM 1330</td>
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<td>MCOM 1332</td>
<td>Writing For Mass Media (Writing Enhanced)</td>
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<tr>
<td>MCOM 2371</td>
<td>TV &amp; Film Production</td>
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<td>MCOM 3026</td>
<td>Media Practicum</td>
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<td>MCOM 1371</td>
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<td>MCOM 3372</td>
<td>Single Cam &amp; Non-Linear Edit I</td>
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<td>MCOM 3375</td>
<td>Scriptwriting</td>
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<td>MCOM 3377</td>
<td>Multi-Camera Studio Production</td>
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<td>MCOM 3379</td>
<td>Multi-Camera Field Production</td>
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<td>MCOM 4373</td>
<td>Advanced Production</td>
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<tr>
<td>Concentration Electives (12 hours)</td>
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### Bachelor of Arts, Major in Mass Communication: Broadcast Production

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MCOM 3366</td>
<td>Photojournalism</td>
</tr>
<tr>
<td>MCOM 3378</td>
<td>Production Management</td>
</tr>
<tr>
<td>MCOM 4022</td>
<td>Special Topic (Limited to 3 SCH)</td>
</tr>
<tr>
<td>MCOM 4099</td>
<td>Independent Study (Limited to 3 SCH)</td>
</tr>
<tr>
<td>MCOM 4365</td>
<td>Online Journalism</td>
</tr>
<tr>
<td>MCOM 4376</td>
<td>Advanced Audio Production</td>
</tr>
<tr>
<td>MCOM 4378</td>
<td>Multi-Camera Remotes</td>
</tr>
<tr>
<td>MCOM 4398</td>
<td>Professional Internship</td>
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</tbody>
</table>

Select Option A or B

Option A: 12 Credits in 1 Subject Area, 6 Upper Level

Option B: 12 Credits in Business, 6 Upper Level

**Total Hours: 120**

1. MATH 1332 is recommended.
2. PHIL 2306 satisfies three hours of the requirement for Component Area IX and is a degree specific requirement for mass communication.
3. ECON 2300 or ECON 2301 or ECON 2302 satisfies the requirement for Component Area VIII and is a degree specific requirement for mass communication.
4. Foreign Language Course XXXX2311 or XXXX2312 satisfies the requirement for Component Area IV and part of the mass communication foreign language requirement.
5. MCOM 1130 satisfies one hour of requirement for Component Area IX as well as the major requirement.

### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Component Area I (<a href="catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai</a>)</td>
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<td>Component Area II ([catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii])</td>
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<td>ECON 2300, 2301, or 2302[2]</td>
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<td>MCOM 1330 (Writing Enhanced)</td>
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<td>MCOM 2371</td>
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### Second Year

<table>
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<tr>
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<td>Advanced Liberal Arts Elective</td>
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<td>Component Area VI ([catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavi])</td>
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<td>Foreign Language XXXX2311[2,3]</td>
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<td>MCOM 4371 (Writing Enhanced)</td>
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<td>Foreign Language XXXX2312[2]</td>
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### Third Year

<table>
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<tr>
<th>Fall</th>
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<th>Spring</th>
<th>Hours</th>
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<tr>
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<td>Component Area VII ([catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii])</td>
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<td>Component Area VII ([catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii])</td>
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<td>Advanced Liberal Arts Elective</td>
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<td>MCOM 3377</td>
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<td>MCOM 3375</td>
<td>3 Option A or B: Lower Division Course</td>
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<td>3 MCOM 4373</td>
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<td>Option A or B: Upper Division Course</td>
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Total Hours: 120

1. MATH 1332 is recommended.
2. Four courses in one language required.
3. Courses may be counted in two separate requirements.
4. See, MCOM Concentration Elective Course list below.

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