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 editing news copy 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 Agricultural Communication (Ag/Com) will be required to pass the Grammar Module with a score of 80 percent or better before they will be allowed to register for 3000 or 4000-level courses in MCFL, MCJR, MCOM, MCPA, or MCPD. 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 Agricultural Communication (Ag/Com) must receive a grade of C or better in MCFL, MCJR, MCOM, MCPA, and MCPD 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.

Additional information: Reference the Program Landing Page (https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

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<th>Code</th>
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<td>MCOM 2371</td>
<td>TV &amp; Film Production</td>
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Bachelor of Arts, Major in Mass Communication: Multiplatform Journalism

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<tr>
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**Major: Prescribed Electives (Concentration) 15**

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<td>Field &amp; Studio Audio Recording</td>
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<td>Specialized Writing</td>
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<td>MCJR 3363</td>
<td>Spanish-Language Broadcasting</td>
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<td>MCJR 3365</td>
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<td>MCJR 3366</td>
<td>Photojournalism</td>
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<td>MCJR 3369</td>
<td>Designing and Producing Scholastic Media</td>
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<td>Investigative Reporting</td>
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<td>MCPD 3373</td>
<td>Studio Production</td>
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**Major: Prescribed Electives (Analytical) 3**

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<td>MCPA 4383</td>
<td>Audience Research &amp; Analysis</td>
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</table>

Select Option A or B 6

**Minor: Not Required 7,8**

**Total Hours 120**

1. MATH 1332 is recommended.
2. 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.
3. ECON 2300, 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.
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.
6. Select from Option A or Option B. Option A consists of 18 credits in one Subject Area, 12 of which are Upper Level courses. Option B consists of 18 credits in Business, 12 of which are Upper Level Courses. The remaining courses for both Options are referred to as Lower Level.
7. A minor is not required for this degree program; however, a student has the option to add a minor, but to do so, additional semester credit hours will be needed above the degree program’s stated total semester credit hours.
8. All minors can be paired with this degree program.

**Notes**

Students must earn a 2.0 minimum overall GPA in all coursework.
Students must meet a 2.0 minimum overall major GPA in all major coursework.
Students must earn a 2.0 minimum SHSU GPA in all coursework.
Students must meet a 2.0 minimum SHSU major GPA in all major coursework.
All Mass Communication majors and minors must earn a grade of "C" or better in each Mass Communication course.

**Additional information:** Reference the Program Landing Page (https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/) for additional information, such as cost, delivery format, contact information, or to schedule a visit.
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**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, 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.
7. Select from Option A or Option B. Option A consists of 18 credits in one Subject Area, 12 of which are Upper Level courses. Option B consists of 18 credits in Business, 12 of which are Upper Level Courses. The remaining courses for both Options are referred to as Lower Level.
8. See Prescribed Electives (Concentration) course list below.
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.
Notes

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

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

A minor is not required for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours will be needed above the degree program's stated total semester credit hours.

All minors can be paired with this degree program.

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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 teamwork skills.
- Conduct the collection, analysis, and management of digital data.
- Conceptualize and produce original and creative media.
- Produce media for social and digital platforms.