

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: BROADCAST PRODUCTION CONCENTRATION

Broadcast Production

Students completing a degree in the concentration are prepared for decision-making and technical responsibilities in radio, television, field production, and social media. Technical, artistic, and management skills combine to ensure that quality digital content is presented in a compelling, appropriate, cost-effective, and engaging manner. Using various forms of technology, students will learn to visually tell a story and capture content to effectively reach an audience. Students will be equipped to enter the workforce with experience and industry application through the production of content for radio (90.5 KSHU), TV (Cable Channel 7), ESPN+, social media, and the Web.

Requirements

All students who choose to declare a major or minor in Mass Communication or 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. Please see the Grammar Module (<http://www.shsu.edu/academics/mass-communication/grammar-module/grammar-module.html>) for additional information.

All students declaring a major or minor in Mass Communication or Ag/Com are required to receive a grade of C or better in all MCFL, MCJR, MCOM, MCPA, and MCPD courses.

The University requires all undergraduate students to complete at least six hours of writing enhanced courses within their major, 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.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Broadcast Production Concentration		
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) ²		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		3
Component Area IX (Component Area Option) ^{4, 5}		4
Degree Specific Requirements		
PHIL 2303	Critical Thinking ³	
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ⁶		14
Major: Foundation		
MCOM 1130	Media Literacy ⁵	1
MCOM 1330	Media, Culture and Society (Writing Enhanced) ²	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
Major: Required (21 hours)		
MCOM 1371	Audio Production & Performance ⁴	3
MCOM 4398	Professional Internship	3
or MCOM 3026	Media Practicum	
MCPD 3373	Studio Production	3
MCPD 3375	Scriptwriting	3
MCPD 3377	Multi-Camera Studio Production	3
MCPD 3379	Multi-Camera Field Production	3

MCPD 4373	Advanced Production	3
Major: Prescribed Electives		18
Select six of the following:		
MCFL 3372	Single Cam & Non-Linear Edit I	
MCFL 3376	Field & Studio Audio Recording	
MCJR 3366	Photojournalism	
MCOM 3026	Media Practicum	
MCOM 4022	Special Topic (Limited to 3 SCH)	
MCOM 4099	Independent Study (Limited to 3 SCH)	
MCOM 4393	Global Media	
MCPD 3370	Media Programming	
MCPD 3374	Sports Media Production I	
MCPD 3378	Production Management	
MCPD 4374	Sports Media Production II	
MCPD 4376	Advanced Audio Production	
MCPD 4378	Multi-Camera Remotes	
MCPD 4379	Directing Multicamera Productions	
Select Option A or B⁷		18
Minor: Not Required^{8,9}		
Total Hours		120

- ¹ MATH 1332 is recommended.
- ² MCOM 1330 is a Writing Enhanced course and satisfies the Core Curriculum requirement for Component area IV (Language, Philosophy, and Culture) as well as for the Mass Communication major.
- ³ PHIL 2303 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a Degree Specific requirement for Mass Communication.
- ⁴ MCOM 1371 satisfies three hours of the requirement for Component Area IX (Component Area Option) and is a Degree Specific requirement for Mass Communication.
- ⁵ MCOM 1130 satisfies one semester credit hour of requirement for Component Area IX (Component Area Option) as well as the major requirement.
- ⁶ Four courses in one World Language are required.
- 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 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.
- ⁹ 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.

First Year

Fall	Hours	Spring	Hours
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
ENGL 1301 ²		3 ENGL 1302 ²	3
HIST 1301 ³		3 HIST 1302 ³	3

MCOM 1330 ⁴		3 MCOM 1332	3
MCOM 1371 ⁵		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)	
MCOM 1130 ⁶		1 MCPD 3375	3
MCPD 3373		3 PHIL 2303 ⁹	3
POLS 2305 ⁷		3 POLS 2306 ⁷	3
WOLC 1411 ⁸		4 WOLC 1412 ⁸	4
		15	16
Third Year			
Fall	Hours	Spring	Hours
MCOM 3026		1 MCPD 3379	3
MCPD 3377		3 Prescribed Electives ¹¹	9
Option A or B: Lower Level ¹⁰		6 WOLC 2312 ⁸	3
WOLC 2311 ⁸		3	
		13	15
Fourth Year			
Fall	Hours	Spring	Hours
MCOM 4371		3 MCOM 4398 or 3026	3
Prescribed Electives ¹¹		3 MCPD 4373	3
Prescribed Electives ¹¹		3 Prescribed Elective ¹¹	3
Option A or B: Upper Level ⁹		3 Option A or B: Upper Level ¹⁰	3
Option A or B: Upper Level ⁹		3 Option A or B: Upper Level ¹⁰	3
		15	15

Total Hours: 120

- ¹ MATH 1332 is recommended.
- ² Satisfies Core Curriculum requirement for Component Area I (Communication).
- ³ Satisfies Core Curriculum requirement for Component Area VI (U.S. History).
- ⁴ MCOM 1330 (<http://catalog.shsu.edu/archives/2023-2024/search/?P=MCOM%201330>) is a Writing Enhanced course and satisfies the Core Curriculum requirement for Component area IV (Language, Philosophy, and Culture) as well as for the Mass Communication major.
- ⁵ MCOM 1371 satisfies three hours of the requirement for Component Area IX (Component Area Option) and is a Degree Specific requirement for Mass Communication.
- ⁶ MCOM 1130 satisfies one semester credit hour of requirement for Component Area IX (Component Area Option) as well as the major requirement.
- ⁷ Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).
- ⁸ Four courses in one World Language are required.
- ⁹ PHIL 2303 (<http://catalog.shsu.edu/archives/2023-2024/search/?P=PHIL%202303>) satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a Degree Specific requirement for Mass Communication.
- ¹⁰ 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.
- ¹¹ See Prescribed Electives course list below.

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

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All minors can be paired with this degree program.

Code	Title	Hours
Prescribed Electives ¹¹		
Select six of the following:		
MCFL 3372	Single Cam & Non-Linear Edit I	3
MCFL 3376	Field & Studio Audio Recording	3
MCJR 3366	Photojournalism	3
MCOM 3026	Media Practicum	1-4
MCOM 4022	Special Topic (Limited to 3 SCH)	1-3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4393	Global Media	3
MCPD 3370	Media Programming	3
MCPD 3374	Sports Media Production I	3
MCPD 3378	Production Management	3
MCPD 4374	Sports Media Production II	3
MCPD 4376	Advanced Audio Production	3
MCPD 4378	Multi-Camera Remotes	3
MCPD 4379	Directing Multicamera Productions	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: Broadcast Production 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 products for social and digital platforms.