

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: MULTIPLATFORM JOURNALISM CONCENTRATION

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.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Multi-Platform Journalism 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		
Select one of the following: ³		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ²		14
PHIL 2306	Contemporary Moral Issues ⁴	3
Major: Foundation		
MCOM 1130	Media Literacy ⁵	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
Major: Required		18
MCJR 2362	News Reporting	
MCJR 3361	Broadcast Journalism	
MCJR 3364	Editing News Copy	

MCJR 3367	Public Affairs Reporting	
MCJR 4365	Mobile & Social Reporting	
MCOM 1371	Audio Production & Performance	
Major: Prescribed Electives (Concentration)		15
MCFL 3372	Single Cam & Non-Linear Edit I	
MCFL 3376	Field & Studio Audio Recording	
MCJR 3360	Specialized Writing	
MCJR 3363	Spanish-Language Broadcasting	
MCJR 3365	Broadcast Performance	
MCJR 3366	Photojournalism	
MCJR 3369	Designing and Producing Scholastic Media	
MCJR 4361	TV News Producing	
MCJR 4364	Investigative Reporting	
MCJR 4367	Reporting Sports Journalism	
MCJR 4369	Leadership in the Scholastic Media Newsroom	
MCOM 4022	Special Topic (Limited to 3 SCH)	
MCOM 4398	Professional Internship	
MCPD 3373	Studio Production	
MCPD 3379	Multi-Camera Field Production	
MCPD 4376	Advanced Audio Production	
Major: Prescribed Electives (Analytical)		3
MCJR 3362	Media Criticism	
MCOM 4099	Independent Study (Limited to 3 SCH)	
MCOM 4393	Global Media	
MCPA 4383	Audience Research & Analysis	
Select Option A or B ⁶		18
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.

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 (Writing Enhanced)	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
MCJR 2362		3 ECON 2300, 2301, or 2302 ⁶	3
MCOM 1130 ³		1 MCJR 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
MCJR 3364		3 Option A or B: Lower Level ⁷	3
Option A or B: Lower Level ⁷		3 Option A or B: Upper Level ⁷	3
Prescribed Electives (Concentration) ⁸		6 MCJR 3367	3
WOLC 2311 ⁵		3 PHIL 2306 ⁹	3
		WOLC 2312 ⁵	3
	15		15

Fourth Year

Fall	Hours	Spring	Hours
MCOM 3026		1 MCOM 4371	3
Option A or B: Upper Level ⁷		3 Option A or B: Upper Level ⁷	3
Prescribed Electives (Concentration) ⁸		3 Prescribed Electives (Concentration) ⁸	6
MCJR 4365		3 Prescribed Electives (Analytical) ¹⁰	3
Option A or B: Upper Level ⁷		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/2023-2024/search/?P=ECON%202300>), ECON 2301 (<http://catalog.shsu.edu/archives/2023-2024/search/?P=ECON%202301>) or ECON 2302 (<http://catalog.shsu.edu/archives/2023-2024/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 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.

4 Bachelor of Arts, Major in Mass Communication: Multiplatform Journalism Concentration

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.

10 See Prescribed Electives (Analytical) course list below.

Notes

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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.

Code	Title	Hours
Prescribed Electives (Concentration)⁷		15
MCFL 3372	Single Cam & Non-Linear Edit I	3
MCFL 3376	Field & Studio Audio Recording	3
MCJR 3360	Specialized Writing	3
MCJR 3363	Spanish-Language Broadcasting	3
MCJR 3365	Broadcast Performance	3
MCJR 3366	Photojournalism	3
MCJR 3369	Designing and Producing Scholastic Media	3
MCJR 4361	TV News Producing	3
MCJR 4364	Investigative Reporting	3
MCJR 4367	Reporting Sports Journalism	3
MCJR 4369	Leadership in the Scholastic Media Newsroom	3
MCOM 4022	Special Topic (Limited to 3 SCH)	3
MCOM 4398	Professional Internship	3
MCPD 3373	Studio Production	3
MCPD 3379	Multi-Camera Field Production	3
MCPD 4376	Advanced Audio Production	3

Code	Title	Hours
Prescribed Electives (Analytical)¹⁰		
Select one of the following:		
MCJR 3362	Media Criticism	3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4393	Global Media	3
MCPA 4383	Audience Research & Analysis	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 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.