

BACHELOR OF ARTS, MAJOR IN MEDIA AND COMMUNICATION: EMERGING MEDIA AND INNOVATION CONCENTRATION

Emerging Media and Innovation

The Emerging Media and Innovation concentration prepares students to create what's next in digital media. Through hands-on learning, students explore artificial intelligence, immersive media, and digital storytelling while developing creative and technical skills needed to succeed in the new industry. Graduates are prepared to identify future trends, create innovative media experiences, and address the ethical and societal challenges facing the future of communication.

Requirements

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

The University requires all undergraduate students 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 Media and Communication: Emerging Media and Innovation Concentration		
Core Curriculum (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture) ¹		3
Component Area V (Creative Arts) ²		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		4
Degree Specific Requirements		
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ⁵		14
MCOM 1130	Media Literacy ⁴	1
MCOM 1307	Introduction to Digital Social Media ³	3
MCOM 1330	Media, Culture and Society ¹	3
MCOM 1371	Audio Production & Performance ⁴	3
MCOM 2366	Film Appreciation ²	3
Philosophy (PHIL) Course ⁶		3
Major: Foundation		
MCOM 1332	Writing For Mass Media	3
MCOM 2371	TV & Film Production	3
MCOM 4371	Mass Media Law And Ethics	3
Major Concentration: Emerging Media and Innovation		
MCEM 1125	Intro to Emerging Media Tech – AI and XR	1
MCEM 2321	Spotting Future Trends in New Media	3
MCEM 2323	Introduction to Storytelling with Data	3
MCEM 4329	Innovation Incubator	3
MCEM 4351	New Media Platforms	3
MCOM 4022	Special Topic	3
MCOM 4398	Professional Internship	3
or MCOM 4395	Careers in Film & Media	
Concentration: Emphasis Prescribed Electives		

Students must select one Emphasis from the following:⁷

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Emphasis 1: User Experiences		
MCEM 3321	Immersive Media Prod Tools & Content Creation	
MCEM 3322	Generative AI Prod Tools & Content Creation	
MCEM 3324	Immersive Storytelling with 360° Video	
MCEM 4321	Adv Storytelling with Motion Graphics & Effects	
MCEM 4322	Ethics in Emerging Media	
MCEM 4324	Interactive Installations & Experiences	
Emphasis 2: Media Engagement		
MCEM 3323	Advanced Storytelling and Data Visualization	
MCEM 3325	Emerging Media Effects & Influence	
MCEM 4322	Ethics in Emerging Media	
MCPA 4381	Social Marketing Campaign	
MCPA 4383	Audience Research & Analysis	
MCPD 4375	Corporate Media Production	
Option A, B, or a Minor^{8, 9}		15
Total Hours		120

- ¹ MCOM 1330 satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture) as well as the Degree Specific Requirements.
- ² MCOM 2366 satisfies the Core Curriculum requirement for Component Area V (Creative Arts) as well as the Degree Specific Requirements.
- ³ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as the Degree Specific Requirements.
- ⁴ MCOM 1130 and MCOM 1371 satisfy the Core Curriculum requirement for Component Area IX (Component Area Option) and the Degree Specific Requirements.
- ⁵ Four courses in one World Language are required.
- ⁶ Students should select three semester credit hours of PHIL to fulfill the Degree Specific Requirements.
- ⁷ Students must select one Emphasis from the following: User Experiences and Media Engagement. All coursework must be taken under a single chosen Emphasis.
- ⁸ Students will select from Option A, Option B, or a Minor. Option A consists of 15 semester credit hours in one Subject Area, and Option B consists of 15 semester credit hours in Business or any minor of their choosing. Any Minor can be paired with this degree; however, a Minor choice with more than 15 SCH will increase the total number of SCH for the degree program above the stated 120 SCH.
- ⁹ Courses counted toward minors may not be applied to concentrations.

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 Media and Communication majors and minors must earn a grade of "C" or better in each Media and 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 (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaaii)		3 Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaaiii)	4
ENGL 1301 ¹		3 ENGL 1302 ¹	3
HSTY 1301 ²		3 HSTY 1302 ²	3
MCOM 1330 ³		3 MCOM 1332	3

MCOM 1371 ⁴		3 MCOM 2371	3
		15	16
Second Year			
Fall	Hours	Spring	Hours
Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 MCEM 2321	3
MCEM 1125		1 MCOM 1307 ⁷	3
MCOM 1130 ⁴		1 MCOM 2366 ⁸	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
WOLC 1411 ⁶		4 WOLC 1412 ⁶	4
		13	16
Third Year			
Fall	Hours	Spring	Hours
Concentration: Emphasis Prescribed Electives ⁹		6 Concentration: Emphasis Prescribed Electives ⁹	6
MCEM 2323		3 MCOM 4022	3
PHIL course ¹⁰		3 Option A, B, or a Minor ¹¹	3
WOLC 2311 ⁶		3 WOLC 2312 ⁶	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
Concentration: Emphasis Prescribed Electives ⁹		3 Concentration: Emphasis Prescribed Electives ⁹	3
MCEM 4329		3 MCEM 4351	3
MCOM 4371		3 MCOM 4398 or 4395	3
Option A, B, or a Minor ¹¹		6 Option A, B, or a Minor ¹¹	6
		15	15

Total Hours: 120¹ Satisfies the Core Curriculum requirement for Component Area I (Communication).² Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).³ Satisfies the Core Curriculum requirement for Core Component Area IV (Language, Philosophy, and Culture) and the Degree Specific Requirements.⁴ Satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) and the Degree Specific Requirements.⁵ Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).⁶ Four courses in one World Language are required.⁷ Satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) and the Degree Specific Requirements.⁸ Satisfies the Core Curriculum requirement for Component Area V (Creative Arts) and the Degree Specific Requirements.⁹ Students must select one Emphasis from the following: User Experiences and Media Engagement. All coursework must be taken under a single chosen Emphasis.¹⁰ Students should select three semester credit hours of PHIL to fulfill the Degree Specific Requirements.¹¹ Students will select from Option A, Option B, or a Minor. Option A consists of 15 semester credit hours in one Subject Area, and Option B consists of 15 semester credit hours in Business or any minor of their choosing. Any Minor can be paired with this degree; however, a Minor choice with more than 15 SCH will increase the total number of SCH for the degree program above the stated 120 SCH. Courses counted toward minors may not be applied to concentrations.**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 Media and Communication majors and minors must earn a grade of "C" or better in each Media and Communication course.

Concentration Emphasis Options

Emphasis 1: User Experiences

Code	Title	Hours
Concentration: Emphasis Prescribed Electives ⁹		
MCEM 3321	Immersive Media Prod Tools & Content Creation	3
MCEM 3322	Generative AI Prod Tools & Content Creation	3
MCEM 3324	Immersive Storytelling with 360° Video	3
MCEM 4321	Adv Storytelling with Motion Graphics & Effects	3
MCEM 4322	Ethics in Emerging Media	3
MCEM 4324	Interactive Installations & Experiences	3

Emphasis 2: Media Engagement

Code	Title	Hours
Concentration: Emphasis Prescribed Electives ⁹		
MCEM 3323	Advanced Storytelling and Data Visualization	3
MCEM 3325	Emerging Media Effects & Influence	3
MCEM 4322	Ethics in Emerging Media	3
MCPA 4381	Social Marketing Campaign	3
MCPA 4383	Audience Research & Analysis	3
MCPD 4375	Corporate Media Production	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 Media and Communication: Emerging Media and Innovation Concentration is designed to provide graduates with the following marketable skills:

- Develop specific tools and hardware platforms for AR/VR/XR and UX.
- Create immersive environments and events.
- Develop interactive user experiences (UX).
- Create interactive stories and narratives.
- Collaborate with multidisciplinary teams and workflows.