

BACHELOR OF ARTS, MAJOR IN MEDIA AND COMMUNICATION: MEDIA PRODUCTION AND TECHNOLOGY CONCENTRATION

Media Production and Technology

Students completing a degree in the production 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 reach an audience effectively. 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 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 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 Media and Communication: Media Production and Technology 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) 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		
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ⁶		14
Philosophy (PHIL) Course ⁷		3
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 or MCOM 4395	Professional Internship Careers in Film & Media	3
MCPD 3373	Multi-Cam Studio Production I	3
MCPD 3375	Scriptwriting	3
MCPD 3379	Multi-Cam Field Production I	3
MCPD 4373	Advanced Production	3
MCPD 4377	Multi-Cam Studio Production II	3
Major: Prescribed Electives		18

Select six courses from the following:

MCEM 3321	Immersive Media Prod Tools & Content Creation
MCEM 3322	Generative AI Prod Tools & Content Creation
MCEM 4321	Adv Storytelling with Motion Graphics & Effects
MCFL 3372	Single Camera and Non-Linear Editing I
MCJR 3366	Photojournalism
MCOM 3026	Media Practicum
MCOM 4022	Special Topic (Limited to 3 SCH)
MCOM 4099	Independent Study (Limited to 3 SCH)
MCOM 4395	Careers in Film & Media
MCPD 3370	Media Programming
MCPD 3374	Sports Media Production I
MCPD 3376	Audio for Field & Studio Prod
MCPD 3378	Production Management
MCPD 4374	Sports Media Production II
MCPD 4376	Advanced Audio Production
MCPD 4378	Multi-Cam Field Production II
MCPD 4379	Directing Multicamera Field Productions

Select Option A, Option B, or a Minor^{8, 9} **15**

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 Media and Communication major.

³ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

⁴ MCOM 1371 satisfies three hours of the requirement for Component Area IX (Component Area Option) and is a Degree Specific requirement for Media and 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 Students should select three semester credit hours of PHIL to fulfill the Degree Specific Requirements.

⁸ Select from Option A, Option B, or a Minor. Option A consists of 15 credits in one Subject Area, and Option B consists of 15 credits in Business. Any Minor can be paired with this degree program; 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/#componentareaii) ¹		3 Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
ENGL 1301 ²		3 ENGL 1302 ²	3
HSTY 1301 ³		3 HSTY 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 (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area V (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
MCOM 1130 ⁶		1 MCOM 1307 ⁹	3
MCPD 3373		3 MCPD 3375	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 4377		3 WOLC 2312 ⁸	3
Option A, Option B, or a Minor ¹⁰		3 Prescribed Electives ¹²	9
PHIL course ¹¹		3	
WOLC 2311		3	
		13	15
Fourth Year			
Fall	Hours	Spring	Hours
MCOM 4371		3 MCOM 4398 or 4395	3
Option A, Option B, or a Minor ¹⁰		6 MCPD 4373	3
Prescribed Electives ¹²		3 Option A, Option B, or a Minor ¹⁰	6
Prescribed Electives ¹²		3 Prescribed Electives ¹²	3
		15	15

Total Hours: 120

- ¹ MATH 1332 is recommended.
- ² Satisfies the Core Curriculum requirement for Component Area I (Communication).
- ³ Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).
- ⁴ 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 Media and Communication major.
- ⁵ MCOM 1371 satisfies three hours of the Core Curriculum requirement for Component Area IX (Component Area Option) and is a Degree Specific requirement for Media and Communication.
- ⁶ MCOM 1130 satisfies one semester credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the Major requirement.
- ⁷ Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).
- ⁸ Four courses in one World Language and three semester credit hours of PHIL are required for the BA Degree.
- ⁹ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).
- ¹⁰ Select from Option A, Option B, or a Minor. Option A consists of 15 credits in one Subject Area, and Option B consists of 15 credits in Business. 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.
- ¹¹ Students should select three semester credit hours of PHIL to fulfill the Degree Specific Requirements.
- ¹² See Prescribed Electives course list below.

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.

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.

All minors can be paired with this degree program.

Code	Title	Hours
Prescribed Electives ¹²		
Select six of the following:		
MCEM 3321	Immersive Media Prod Tools & Content Creation	3
MCEM 3322	Generative AI Prod Tools & Content Creation	3
MCFL 3372	Single Camera and Non-Linear Editing I	3
MCEM 4321	Adv Storytelling with Motion Graphics & Effects	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 4395	Careers in Film & Media	3
MCPD 3370	Media Programming	3
MCPD 3374	Sports Media Production I	3
MCPD 3376	Audio for Field & Studio Prod	3
MCPD 3378	Production Management	3
MCPD 4374	Sports Media Production II	3
MCPD 4376	Advanced Audio Production	3
MCPD 4378	Multi-Cam Field Production II	3
MCPD 4379	Directing Multicamera Field 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 Media and Communication: Media Production and Technology 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.