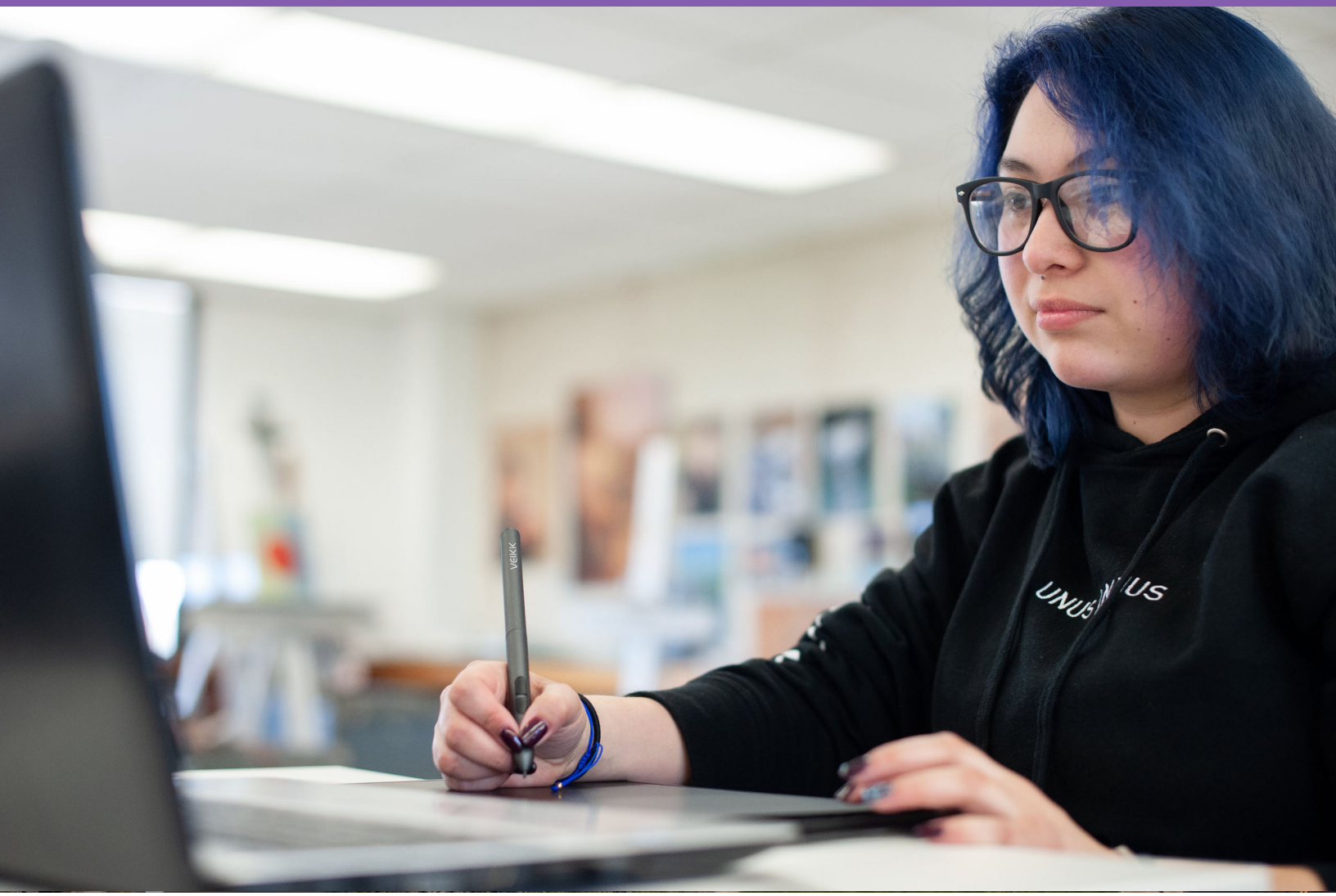




PAIER
COLLEGE

Mass Communication Degree Catalog



Mass Communication

Program Description

The Bachelor of Arts degree is awarded in Mass Communication, with concentrations in Advertising, Digital & Social Media, Public Relations, International Communication, Journalism, Public Relations, and Sports Communication. The Program features a variety of course offerings in digital and traditional media.

Students get an interdisciplinary foundation through theory and hands-on, real-world skills needed to become skilled and effective media practitioners and more informed media consumers. Internships and class projects give students the practical experience needed to get jobs in the media industry. Graduates find work in digital media, social media, public relations, advertising, journalism, broadcasting, corporate communication, event planning, and within humanitarian and non-profit organizations. Students interested in furthering their education advance to graduate schools across the country.

Learning Outcomes (BA in Mass Communication)

Upon completion of this degree, the student will be able to:

- Demonstrate effective speaking and listening skills for communication in personal, public, and media areas.
- Demonstrate the ability to observe events, gather information, write news reports and news releases, report on events, and edit other people's writings.
- Demonstrate the ability to understand the media critically and recognize how media shape and is shaped by politics, society, culture, and economics.
- Demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- Demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.
- Demonstrate an understanding of the history, development, and practice of the print media, electronic media, and digital media.

Admissions Requirements

Applicants must possess, at minimum, high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, as gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, official high school transcript and supporting documents (as requested). In order to be awarded transfer credit at Paier College, transfer applicants must also submit official transcripts from all colleges.

Graduation Requirements

Candidates for the **Bachelor of Arts Degree in Mass Communication** have been admitted as or have achieved the status of matriculation within the Mass Communication program and must have achieved and maintained good academic standing.

Have completed the last thirty semester hours of work toward the degree under the direct auspices of the University. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

Present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College (120) and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

Bachelor of Science in Mass Communication (Journalism Concentration)

First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
AS101	English I	3/3/45
MCOM110	Public Communication	3/3/45
MCOM111	Intro Mass Comm.	3/3/45
	Humanities or Social Science	3/3/45
FYS 101	First Year Seminar	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM240	News Reporting & Writing	3/3/45
AS231	Mathematical Ideas	3/3/45
	Science 1 of 2	3/3/45
	Humanities or Social Science	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Spring Semester Total:	15/15/225
	First Year Total:	30/30/450

Third Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM	MCOM concentration core or MCOM elective	3/3/45
MCOM	MCOM concentration core or MCOM elective	3/3/45
MCOM	MCOM concentration core or MCOM elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
	Spring Semester Total:	15/15/225
	Third Year Total:	30/30/450

Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM211	Communication Theory	3/3/45
	Humanities or Social Science	3/3/45
	Language 101	3/3/45
	Science 2 of 2	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
	Language 102	3/3/45
	Humanities or Social Science	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Fine Arts 1 of 1	3/3/45
	Spring Semester Total:	15/15/225
	Second Year Total:	30/30/450

Fourth Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM 395	Senior Seminar in Mass Communication	3/3/45
MCOM	Elective	3/3/45
	Spring Semester Total:	15/15/225
	Fourth Year Total:	30/30/450
	Program Total:	120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum:1800

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)