

MEDIA STRATEGIES AND APPLICATIONS, MASS COMMUNICATION (BA)

Degree: Bachelor of Arts
Major: Mass Communication
Concentration: Media Strategies and Applications
Program Code: 3256

About This Major . . .

The Bachelor of Arts degree in Mass Communication is a concentration in Media Strategies and Applications. The overriding goal of the program is to offer students opportunities to develop the knowledge, theory and skills that will assist them in securing careers in the ever-changing fields of mass communication.

Graduates of Colorado Mesa University's Mass Communication program establish successful careers in media (magazines, newspapers, radio, television, public relations, advertising, and Internet-based media), as well as in other venues such as non-profit organizations, and government agencies.

For more information on what you can do with this major, visit Career Services' What to Do with a Major? (<https://www.coloradomesa.edu/career/students/explore/major.html>) resource.

All CMU baccalaureate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, quantitative fluency, communication fluency, critical thinking, personal and social responsibility, and information literacy. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Apply specific paradigms for critical thinking to mass communication. (Critical Thinking)
2. Evaluate and apply diversity, objectivity, and balance to any form of mass communication. (Critical Thinking)
3. Justify the decision for resolving moral or ethical mass communication dilemmas. (Specialized Knowledge)
4. Write a compelling content that demonstrates proper grammar, well-organized facts, and story-telling techniques for a variety of media. (Communication Fluency)
5. Determine validity of sources and research techniques. Additionally, they will be able to interpret data. (Quantitative Fluency)
6. Identify specific examples of media evolution. (Specialized Knowledge)
7. Evaluate mass communication theories and assess their use. (Specialized Knowledge)
8. Demonstrate proper application of industry tools and techniques common to mass communication. (Applied Learning)
9. Determine the best methods and strategies for developing a message. (Communication Fluency)

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select 'Print Options.' This will give you the options to either 'Send Page to Printer' or 'Download PDF of This Page.' The 'Download PDF of This Page' option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree. A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Essential Learning Requirements

(31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Code	Title	Semester Credit Hours
English¹		
ENGL 111	English Composition I-GTCO1	3
ENGL 112	English Composition II-GTCO2	3
Mathematics²		
MATH 110	College Mathematics-GTMA1 (or higher)	3

History	
Select one History course	3
Humanities	
Select one Humanities course	3
Social and Behavioral Sciences	
Select one Social and Behavioral Sciences course	3
Select one Social and Behavioral Sciences course	3
Fine Arts	
Select one Fine Arts course	3
Natural Sciences ³	
Select one Natural Sciences course	3
Select one Natural Sciences course with a lab	4
Total Semester Credit Hours	31

¹ Must receive a grade of "B" or better and must be completed by the time the student has 60 semester hours.

² Must receive a grade of 'C' or better and must be complete by the time the student has 60 semester hours.

³ One course must include a lab.

Other Lower Division Requirements

Code	Title	Semester Credit Hours
Wellness Requirement		
KINE 100	Health and Wellness	1
Select one Activity course		1
Essential Learning Capstone ¹		
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Total Semester Credit Hours		6

¹ Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

Foundation Courses

(9 semester hours, must pass all courses with a grade of "C" or higher.)

Code	Title	Semester Credit Hours
MASS 110	Mass Media: Impact and History-GTAH2	3
Select two consecutive classes in the same foreign language		6 ¹
Total Semester Credit Hours		9

¹ FLAS 114 & FLAS 115 will NOT fulfill this requirement.

Program Specific Degree Requirements

(44 semester hours, must pass all courses with a grade of "C" or higher and maintain a 2.5 cumulative GPA or higher for coursework in this area. To continue in the program and eventually graduate as Mass Communication – Media Strategies and Applications majors, students must earn a minimum grade of 'C' in the major requirements within no more than three attempts.)

- In an effort to meet industry standards, Macintosh computers are used in all computer-based Mass Communication courses. Majors are strongly advised to consider purchasing a Macintosh and related print and web publication software for personal use.

Code	Title	Semester Credit Hours
Mass Communication Core		
MASS 140	Media Theory Introduction	3
MASS 144	Multimedia Storytelling	3
MASS 213	Introduction to Media Writing and Reporting	3
MASS 310	Media Law and Ethics	3
MASS 397	Practicum	1
MASS 494	Seminar: Advanced Theory and Research	3
MASS 498	Senior Project Portfolio	1
MASS 499	Internship ¹	3
Strategy Courses		
Select at least four of the following:		12
MASS 251	Mass Media: Advertising and Promotions	
MASS 313	Broadcast Journalism Reporting	
MASS 315A	Specialized Writing for Media: Science	
MASS 315B	Specialized Writing for Media: Sports	
MASS 315C	Specialized Writing for Media: Health	
MASS 315D	Specialized Writing for Media: Crime	
MASS 317	Writing Opinion for Impact	
MASS 350	Public Relations Concepts	
MASS 357	Documentary and News Producing	
MASS 415	Advanced Media Writing and Reporting	
MASS 417	Writing for Public Relations and Advertising	
MASS 450	Public Relations Campaigns	
Application Courses		
Select at least four of the following:		12
MASS 261	Audio Announcing and Production	
MASS 271	Video Production	
MASS 342	Photojournalism I	
MASS 352	Print Design and Production for Editors	
MASS 357	Documentary and News Producing	
MASS 372	TV Studio Production	
MASS 441	Emerging Media	
MASS 442	Photojournalism II	
MASS 452	Designing for Brand and Message	
MASS 471	Advanced Video Production	
Total Semester Credit Hours		44

¹ Student may take more than 3 hours of Internship. Any hours beyond 3 may be included in the General Elective category.

General Electives

All college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours, including 40 upper division hours. 30 semester hours, including 5-14 semester hours of upper division may be needed.

Code	Title	Semester Credit Hours
Select electives		30
Total Semester Credit Hours		30

Suggested Course Plan

First Year

Fall Semester

		Semester Credit Hours
ENGL 111	English Composition I-GTCO1	3
MATH 110	College Mathematics-GTMA1	3
Essential Learning - Humanities		3
Essential Learning - Social and Behavioral Science		3
MASS 110	Mass Media: Impact and History-GTAH2	3
KINE 100	Health and Wellness	1
Semester Credit Hours		16

Spring Semester

ENGL 112	English Composition II-GTCO2	3
Essential Learning - Natural Science		3
Essential Learning - Social and Behavioral Science		3
MASS 140	Media Theory Introduction	3
MASS 144	Multimedia Storytelling	3
Semester Credit Hours		15

Second Year

Fall Semester

Essential Learning - Fine Arts		3
Essential Learning - History		3
Foundation Course - Foreign Language		3
MASS 213	Introduction to Media Writing and Reporting	3
Essential Learning - Natural Science with Lab		4
Semester Credit Hours		16

Spring Semester

ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Foundation Course - Foreign Language		3
Strategy or Application courses (2 courses)		6
KINA Activity		1
Semester Credit Hours		14

Third Year

Fall Semester

MASS 310	Media Law and Ethics	3
MASS 397	Practicum	1
Strategy or Application (2 courses)		6
Electives (2 courses)		6
Semester Credit Hours		16

Spring Semester

Strategy or Application (2 courses)		6
Electives (3 courses)		9
Semester Credit Hours		15

Fourth Year

Fall Semester

Strategy or Application (2 courses)		6
Electives (3 courses)		9
Semester Credit Hours		15

Spring Semester

MASS 494	Seminar: Advanced Theory and Research	3
MASS 498	Senior Project Portfolio	1
MASS 499	Internship	3

Electives (2 courses)	6
Semester Credit Hours	13
Total Semester Credit Hours	120

Advising and Graduation Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.