DEPARTMENT OF MASS COMMUNICATION AND COMMUNICATION STUDIES

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PROGRAMS OF THE DEPARTMENT
The Department of Mass Communication and Communication Studies offers the following programs of study:

- Major in Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-studies/communication-studies)
- Major in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-studies/mass-communication)
- Combined Major in Communication Studies and Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-mass-communication)
- Combined Major in Communication Studies and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-political-science)
- Combined Major in Mass Communication and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science)
- Minors in both Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-minor) and Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication-minor)
- Master of Science in Communication Management (http://catalog.towson.edu/graduate/degree-certificate-programs/arts-communication/communication-management-ms)

In addition, the department participates in a multidisciplinary program offering a Master of Science in Human Resource Development.

The department focuses on the study of the structure, processes, aesthetics, functions and effects of human communication and mass media. In this, one of the most broad-based programs in Maryland and the region, students have the opportunity and flexibility to gain knowledge and skills in a wide array of communication fields. In addition, the study of human communication and mass media involves a strong practical content.

At the undergraduate level, the department seeks to contribute to a broad, liberal education for majors and non-majors by raising their level of oral, visual and written communication literacy, as well as their critical thinking abilities, by developing their understanding and appreciation of human message exchanges, and by recognizing how mass media and speech influence social, political, artistic and cultural existence. In addition, the department seeks to provide knowledge as well as skill needed for future employment in print and broadcast journalism, new media, advertising, and public relations and/or in business, law, government, education and consulting wherein communication skills are essential.

The faculty members of the department are committed to scholarly research and/or creative productions in the department’s various areas of expertise. The department is pledged to provide service to the university and to a larger community in a variety of ways, such as through its speech and debate program, affiliation with Lambda Pi Eta, American Advertising Foundation, Public Relations Group, Society of Professional Journalists, as well as faculty and student presentations, workshops and professional networking.

INTERNSHIP PROGRAM GUIDELINES
The department has a highly successful internship program. Students who meet the requirements for participation are encouraged to consider taking an internship.

In order to be eligible for an internship, students must be admitted to the major, have obtained junior/senior status, and have met the following requirements. Refer to your Academic Requirements Report for your overall GPA and major GPA.

- COMM 490: COMM 300, a minimum GPA of 2.5 overall and 2.75 in the major
- MCOM 460: MCOM 214 or MCOM 253, a minimum GPA or 2.75 overall and 3.0 in the major
- MCOM 461: MCOM 258, a minimum GPA of 2.75 overall and 3.0 in the major

Visit the department website for information on the internship application and approval process. All internship worksites must be approved by the appropriate internship coordinators.

DEPARTMENTAL SCHOLARSHIPS
The Mass Communication and Communication Studies department is fortunate in being able to offer its majors a number of scholarship opportunities.

The Patrick John O’Connell Memorial Scholarship is available for Mass Communication students with a special interest in broadcast journalism, journalism, advertising or public relations. Other scholarships include the Eddie Ballard Award for Journalism, the Chrystal Marie Clifford Memorial Scholarship, the Sam Lacy Sports Communication Scholarship, the Steven and Laura Murfin Scholarship, the O’Connor Radio Broadcasting Scholarship, the Jamie Parker Memorial Scholarship, the George F. Rogers Jr. Memorial Scholarship, the Elizabeth Wainio Memorial Scholarship, the Public Relations Society of America Scholarship, the Reg Murphy Scholarship and speech and debate program scholarships. For scholarship information and deadlines, contact the department scholarship coordinator or visit the department website.

DEPARTMENTAL ACTIVITIES
Department activities include support for the following student organizations: Speech and Debate Team, Pi Kappa Delta (national honorary forensic society), Lambda Pi Eta (national honorary society in
communication), the American Advertising Federation Chapter, the Public Relations Student Group, and the Society for Professional Journalists.

**HONORS PROGRAM**

Through its departmental honors program, the mass communication faculty recognizes students for academic excellence. Mass Communication majors with an overall GPA of 3.25 and a 3.50 in their major are eligible to participate in the program. To graduate with honors in Mass Communication, students must complete 6 units in MCOM Independent Study and MCOM 499. In addition, the student is required to make an oral presentation to the Thesis Committee, which is open to the public. At graduation, students will be recognized for honors both on the diploma and permanent transcript. Students interested in departmental honors should consult with the department's honors coordinator no later than the first term of their junior year.

**GRADUATE PROGRAM**

The department offers a master's degree in Communication Management. Information regarding the master's program is included in the [Graduate Catalog](http://catalog.towson.edu/graduate).

Students interested in becoming undergraduate Mass Communication majors must first become Pre-Mass Communication students (PMCO) and enroll in three required screening courses:

- ENGL 102  WRITING FOR A LIBERAL EDUCATION  3
- COMM 131  FUNDAMENTALS OF SPEECH COMMUNICATION  3
- MCOM 101  INTRODUCTION TO MASS COMMUNICATION  3

Students cannot apply for MCOM as a major until they have completed these courses.

Note: This requirement applies to incoming freshmen, transfer students, currently enrolled Towson University students and students working on a second bachelor's degree.

Admission to the MCOM major is highly competitive. Students are eligible to apply for admission to the Mass Communication (MCOM) major after completing at least 30 units at Towson University or elsewhere, and upon completion of the three courses named above earning a minimum GPA of B (3.00) in these courses. In addition, the overall GPA of all TU courses at the time of application must be B (3.00) or above. No more than one of the screening courses can be repeated for the purpose of determining eligibility. After the completion of the above courses, students should declare MCOM as their major by completing an online application. Several times a year, a group of eligible candidates will be able to declare Mass Communication as a major. Students who are denied may re-apply once. Appeals may be addressed to the department chair. All appeals should be in the form of a letter accompanied by a transcript.

**Majors in Mass Communication and Communication Studies**

- Major in Communication Studies ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies))
- Combined Major in Communication Studies and Mass Communication ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-mass-communication](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-mass-communication))
- Major in Mass Communication ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication))
- Combined Major in Mass Communication and Political Science ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science))
- Minor in Communication Studies ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies-minor](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies-minor))
- Minor in Mass Communication ([http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication-minor](http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication-minor))