DEPARTMENT OF MASS COMMUNICATION

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Programs of the Department
The Department of Mass Communication (https://www.towson.edu/cofac/departments/mass-communication) offers the following programs of study:

• Major in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication/mass-communication)
• Minor in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication/mass-communication-minor)
• Master of Science in Communication Management (http://catalog.towson.edu/graduate/degree-certificate-programs/arts-communication/communication-management-ms)

Why Study Mass Communication?
Do you want to:

1. Expand your understanding of the world and mass media and prepare to tackle the most complex global, cultural, political and business challenges?
2. Pursue a career in advertising, journalism or public relations, or use your skills in healthcare, financial services, information technology, federal agencies or nonprofits?
3. Learn to choose and use the most effective communication tools and strategies to promote messages, products and programs?

Then, Mass Communication may be the right choice for you.

The mission of the Department of Mass Communication is to prepare students for careers in journalism, advertising or public relations that are enhanced by a solid foundation in broad liberal arts education. Using a forward-thinking, practical, and experiential learning approach, the department cultivates the student body’s natural curiosity about the world and fosters skills in media literacy, narrative storytelling, critical thinking, strategic communication and ethical decision-making. Graduates will come away with the ability to make a positive contribution to their profession and become fully engaged citizens.

The department develops students who are:

• Effective communicators with strong skills in written, oral, and visual communication.
• Skilled in the use of the latest technology and tools required to thrive in their chosen fields.
• Creative problem solvers with original ideas and flexible thinking.
• Critical thinkers and ethical decision makers with strengths in systematic analysis of evidence.
• Engaged learners with openness to ambiguity, differences and risk-taking.

The department provides a learning environment in which students are:

• Mentored by diverse faculty who are excellent teachers through a healthy balance of academic training and industry experience.
• Guided by a curriculum that fosters strong partnerships and connections with the region’s journalism, advertising and public relations industry.
• Equipped with up-to-date technological tools that meet industry standards.
• Given ample opportunity for experiential learning in internships, study abroad courses and simulation-based course work.
• Valued for their differences, unique life experience and perspectives.

The faculty members of the department are committed to scholarly research and/or creative productions in the department’s various areas of expertise. Many faculty worked professionally in the advertising, public relations and journalism fields, and bring their industry experience into the classroom. The department provides service to TU and to a larger community in a variety of ways, such as through the American Advertising Federation, Public Relations Student Society of America, Society of Professional Journalists, as well as faculty and student presentations, workshops and professional networking.

Internship Program Guidelines
The department strongly encourages students to participate in internships. Most Mass Communication majors complete one or more internships during their undergraduate career.

In order to receive academic credits for an internship, students must be admitted to the major and have obtained junior/senior status, met the minimum GPA requirement and completed the prerequisites.

Visit the department website (https://www.towson.edu/cofac/departments/mass-communication) for information on the internship application (https://www.towson.edu/cofac/departments/mass-communication/resources/career-support) and approval process. All internship work sites must be approved by the department’s internship coordinator.

Departmental Scholarships
The Department of Mass Communication offers 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 Kathryn Dudek Scholarship, the Sam Lacy Sports Communication Scholarship, the Steven and Laura Murfin Scholarship, the George F. Rogers Jr. Memorial Scholarship, the Elizabeth Wainio Memorial Scholarship, and the J. Reg Murphy Scholarship. For scholarship information and deadlines, contact the department scholarship coordinator or visit the department website (https://www.towson.edu/cofac/departments/mass-communication).
Student Organizations

The department supports the following student organizations: the TU Ad Club, TU PR Group and the student chapter of the Society for Professional Journalists.

Honors Program

The department recognizes students for academic excellence by participating in TU’s honors program. Mass Communication majors with an overall GPA of 3.25 and a 3.50 in their major are eligible for the honors program. To graduate with honors in Mass Communication, students must complete at least 6 units from internships (MCOM 460 or MCOM 461), independent studies (MCOM 496), or honors thesis (MCOM 499) in Mass Communication. 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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 102</td>
<td>WRITING FOR A LIBERAL EDUCATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 131</td>
<td>PUBLIC SPEAKING</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 101</td>
<td>INTRODUCTION TO MASS COMMUNICATION</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

Students are eligible to apply for admission to the Mass Communication (MCOM) major after completing at least 30 units at TU or elsewhere, and earning a minimum GPA of 2.75 in the three courses named above. In addition, the student’s overall GPA must be 2.75 or above at the time of application. No more than one of the screening courses can be repeated for the purpose of determining eligibility.

Students should apply for the MCOM major by completing an online application (https://www.towson.edu/cofac/departments/mass-communication/undergrad/communication-major/application.html) on the department’s website (https://www.towson.edu/cofac/departments/mass-communication). The application deadlines are May 20, August 15, and December 20 each year. Students who are denied may re-apply once. Appeals should be addressed to the department chair in the form of a letter.

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• Minor in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication/mass-communication-minor)