

MAJOR IN MASS COMMUNICATION

Programs of the Major

The Mass Communication major consists of three tracks: Advertising, Journalism, and Strategic Public Relations. Students must complete one of the three tracks. Many students complete two of the three tracks and some complete all three.

Students who complete the Mass Communication major will have many career options, especially in the broadly defined fields of print, broadcast, and online journalism, advertising, and strategic public relations. Majors are expected to learn how the various fields in mass communication are structured and function.

Graduation Requirements

All major requirements must be completed with a grade equivalent of 2.00 or higher. The Pass (PS) grading option is not available for courses applied to the major.

Bachelor of Arts Degree Option

Students may earn a Bachelor of Arts degree by completing the intermediate (202) level of a foreign language.

Requirements Requirements for the Mass Communication Major

The Mass Communication major consists of 42 units: 15 units in required courses, 6 units in elective courses and 21 units in track courses. Students must select one of the following tracks: Journalism, Advertising, or Strategic Public Relations.

Transfer students are required to take 27 units in the major/track at Towson University. The department will accept up to 15 units of compatible transfer courses.

Code	Title	Units
Required Courses		
MCOM 101	INTRODUCTION TO MASS COMMUNICATION	3
MCOM 210	INTRODUCTION TO MEDIA WRITING	3
MCOM 360	LAW AND ETHICS IN ADVERTISING AND PUBLIC RELATIONS ¹	3
or MCOM 361	LAW AND ETHICS IN JOURNALISM	
Select two of the following:		6
MCOM 333	SOCIAL MEDIA AND STRATEGIC COMMUNICATION ¹	
MCOM 371	MEDIA AUDIENCES AND ANALYTICS ¹	
MCOM 415	MASS MEDIA GRAPHICS ¹	
Major Electives		
Select two of the following:		6
MCOM 310	UNDERSTANDING DISABILITY THROUGH MASS MEDIA	
MCOM 327	EVOLUTION OF AMERICAN JOURNALISM AND MASS MEDIA	

MCOM 352	MEDIA CRITICISM
MCOM 380	PODCASTING
MCOM 385	MASS MEDIA AND SOCIETY
MCOM 420	MEDIA AND HEALTH COMMUNICATION
MCOM 431	PUBLIC OPINION AND THE PRESS
MCOM 479	SPECIAL TOPICS IN MASS COMMUNICATION
MCOM 494	STUDY ABROAD IN MASS COMMUNICATION
MCOM 496	INDEPENDENT STUDY IN MASS COMMUNICATION ²
Non-MCOM courses (maximum one course may be counted toward the major):	
COMM 304	PERSUASION
COMM 315	BUSIN & PROF COMM
EMF 221	PRINCIPLES OF FILM AND MEDIA PRODUCTION
IDFA 470	SPECIAL TOPICS IN ARTS, MEDIA, AND COMMUNICATION
IDFA 471	SPECIAL TOPICS IN SOCIAL ACTION

Track Requirements

Select one of the tracks listed below.	21
Total Units	42

Journalism Track

Code	Title	Units
Track Required Courses		
MCOM 258	INTRODUCTION TO DIGITAL JOURNALISM	3
MCOM 341	DIGITAL PUBLISHING	3
MCOM 358	EDITING FOR MEDIA WRITERS ³	3
or MCOM 383	NEWS REPORTING	
Select one of the following:		3
MCOM 407	MULTIMEDIA REPORTING CAPSTONE ³	
MCOM 458	MAGAZINE PUBLISHING ³	
MCOM 481	BROADCAST JOURNALISM II ³	
Track Electives:		
Select three of the following:		9
MCOM 356	FEATURE WRITING	
MCOM 381	BROADCAST JOURNALISM I	
MCOM 391	PHOTOJOURNALISM I	
MCOM 402	SPORTS JOURNALISM	
MCOM 409	LITERARY JOURNALISM	
MCOM 461	INTERNSHIP IN JOURNALISM ²	
MCOM 477	SPECIAL TOPICS IN JOURNALISM	
Total Units		21

Advertising Track

Code	Title	Units
Track Required Courses		
MCOM 214	PRINCIPLES OF ADVERTISING	3
MCOM 323	ADVERTISING MEDIA PLANNING	3
MCOM 325	ADVERTISING COPYWRITING	3
MCOM 390	MASS COMMUNICATION RESEARCH	3

MCOM 447	ADVERTISING CAMPAIGNS	3
Track Electives		
Select two of the following:		6
MCOM 253	PRINCIPLES OF STRATEGIC PUBLIC RELATIONS	
MCOM 330	ADVERTISING ACCOUNT PLANNING	
MCOM 357	PUBLIC RELATIONS WRITING	
MCOM 358	EDITING FOR MEDIA WRITERS	
MCOM 419	CORPORATE COMMUNICATION MANAGEMENT	
MCOM 440	ADVERTISING MEDIA SALES	
MCOM 443	INTERNATIONAL ADVERTISING AND PUBLIC RELATIONS	
MCOM 451	PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS	
MCOM 453	STRATEGIC PUBLIC RELATIONS CAMPAIGNS	
MCOM 460	INTERNSHIP IN ADVERTISING AND PUBLIC RELATIONS ²	
MCOM 478	SPECIAL TOPICS IN ADVERTISING AND PUBLIC RELATIONS	
Total Units		21

Strategic Public Relations Track

Code	Title	Units
Track Required Courses		
MCOM 253	PRINCIPLES OF STRATEGIC PUBLIC RELATIONS	3
MCOM 357	PUBLIC RELATIONS WRITING	3
MCOM 390	MASS COMMUNICATION RESEARCH	3
MCOM 419	CORPORATE COMMUNICATION MANAGEMENT	3
MCOM 453	STRATEGIC PUBLIC RELATIONS CAMPAIGNS	3
Track Electives		
Select two of the following:		6
MCOM 214	PRINCIPLES OF ADVERTISING	
MCOM 323	ADVERTISING MEDIA PLANNING	
MCOM 325	ADVERTISING COPYWRITING	
MCOM 330	ADVERTISING ACCOUNT PLANNING	
MCOM 358	EDITING FOR MEDIA WRITERS	
MCOM 440	ADVERTISING MEDIA SALES	
MCOM 443	INTERNATIONAL ADVERTISING AND PUBLIC RELATIONS	
MCOM 447	ADVERTISING CAMPAIGNS	
MCOM 451	PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS	
MCOM 460	INTERNSHIP IN ADVERTISING AND PUBLIC RELATIONS ²	
MCOM 478	SPECIAL TOPICS IN ADVERTISING AND PUBLIC RELATIONS	
Total Units		21

¹ Courses listed as options but not taken to fulfill major requirements may be used as major electives. In addition, courses listed as options

but not taken to fulfill track requirements or track electives (from the student's declared track) may also be used as major electives.

² Enrollment in MCOM 460, MCOM 461 and MCOM 496 must be approved by the Department of Mass Communication before registration. See the department website for the approval process. Maximum 6 units of any combination of MCOM 460, MCOM 461 and MCOM 496 may be applied to the Mass Communication major.

³ Courses listed as options but not taken to fulfill track requirements may be used as track electives.

Departmental Honors Program

The department recognizes students for academic excellence. Mass Communication majors with an overall GPA of 3.75 and a 3.75 in their major are eligible for the MCOM departmental honors program. To graduate with honors in Mass Communication, students must complete at least 6 units from internships (MCOM 460/MCOM 461), independent studies (MCOM 496), or honors thesis in Mass Communication. In addition, students are required to make a public presentation of their honors work at an academic venue that is approved by the MCOM Honors Coordinator. Departmental honors will be posted to the transcript shortly after the bachelor's degree is conferred. Students interested in departmental honors should consult with the department's honors coordinator no later than the first term of their junior year. Departmental honors is a separate program from the Honors College. Students interested in becoming University Honors Scholars should visit the Honors College website or the Honors College section of this catalog.

Four-Year Plan of Study

Journalism Track Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units	Term 2	Units
MCOM 101 (Core 6)	3	MCOM 210	3
Core 1 (or Core 2)	3	Core 2 (or Core 1)	3
Core 3	3	Core 5	3
Core 4	3	Core 11	3
Elective ¹	3	Core 12	3
15		15	

Sophomore

Term 1	Units	Term 2	Units
MCOM 258	3	MCOM 341	3
Core 7	4	Core 8	4
Core 10	3	Core 9 (MCOM 356 is recommended)	3
Core 13	3	Core 14	3
MCOM Major Elective	3	Elective	3
16		16	

Junior

Term 1	Units	Term 2	Units
MCOM 333, 371, or 415	3	MCOM 333, 371, or 415	3
MCOM 358 or 383	3	MCOM 360 or 361	3

Track Elective	3 Track Elective	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
	15	15

Senior

Term 1	Units Term 2	Units
MCOM 407, 458, or 481	3 MCOM Major Elective	3
Track Elective	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	1
	15	13

Total Units 120¹ MCOM course is recommended.**Advertising Track Sample Four-Year Plan**

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units Term 2	Units
MCOM 101 (Core 6)	3 MCOM 210	3
Core 1 (or Core 2)	3 Core 2 (or Core 1)	3
Core 3	3 Core 5	3
Core 4	3 Core 11	3
Elective ¹	3 Core 12	3
	15	15

Sophomore

Term 1	Units Term 2	Units
MCOM 214	3 MCOM 325	3
Core 7	4 Core 8	4
Core 10	3 Core 9 (MCOM 357 recommended)	3
Core 13	3 Core 14	3
Track Elective (MCOM 253 recommended)	3 MCOM Major Elective	3
	16	16

Junior

Term 1	Units Term 2	Units
MCOM 323	3 MCOM 333, 371, or 415	3
MCOM 360 or 361	3 MCOM 390	3
MCOM 333, 371, or 415	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
	15	15

Senior

Term 1	Units Term 2	Units
MCOM 447	3 Elective ¹	3
Track Elective	3 Elective ¹	3

MCOM Major Elective	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	1
	15	13

Total Units 120¹ MCOM course is recommended.**Strategic Public Relations Track Sample Four-Year Plan**

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units Term 2	Units
MCOM 101 (Core 6)	3 MCOM 210	3
Core 1 (or Core 2)	3 Core 2 (or Core 1)	3
Core 3	3 Core 5	3
Core 4	3 Core 11	3
Elective ¹	3 Core 12	3
	15	15

Sophomore

Term 1	Units Term 2	Units
MCOM 253	3 MCOM 357 (Core 9)	3
Core 7	4 Core 8	4
Core 10	3 Core 14	3
Core 13	3 Track Elective (MCOM 214 recommended)	3
Elective ¹	3 MCOM Major Elective	3
	16	16

Junior

Term 1	Units Term 2	Units
MCOM 333, 371, or 415	3 MCOM 333, 371, or 415	3
MCOM 360	3 MCOM 419	3
MCOM 390	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
	15	15

Senior

Term 1	Units Term 2	Units
MCOM 453	3 Elective ¹	3
Track Elective	3 Elective ¹	3
MCOM Major Elective	3 Elective ¹	3
Elective ¹	3 Elective ¹	3
Elective ¹	3 Elective ¹	1
	15	13

Total Units 120¹ MCOM course is recommended.

Learning Outcomes

1. Students should be able to identify and apply strategic practices related to their discipline/profession.
2. Students should know how to apply appropriate research methods to collect and analyze data in their discipline.
3. Students should be able to apply professional writing practices appropriate to their discipline.