

B.A. IN MEDIA COMMUNICATION

Bachelor of Arts Degree in Media Communication

The Bachelor of Arts program provides a foundation for students to excel in mass media and communications-related fields such as journalism, video production, and program broadcast/teletcast/webcast. Special emphasis is provided in all aspects of sporting event video production and design. A balance of skills training and critical thinking subjects prepare students for careers in writing, production, news, sports, and the use of social media platforms. Students are encouraged to be active in experiential and service learning projects through either the department's award-winning student news program, UT-10, the department's student-sponsored organization, Zeta Phi Eta, or UT student media such as the Independent Collegian and WXUT-FM, 88.3.

The curriculum in Media Communication requires a minimum of 36 hours of coursework in the major with a maximum of 50 hours, which must include the following:

Code	Title	Hours
Required ¹		
COMM 2000	Mass Communication And Society	3
COMM 2130	Media Writing 1	3
COMM 2160	Single Camera Production	3
COMM 2180	Media Producing and Performance	3
COMM 4100	Multimedia Journalism	4
	or COMM 4220 Advanced Television Production	
Electives		
Select 20-33 hours from the following (at least 16 credits must be taken at the 3/4000 level):		
COMM 2210	Audio Production I	20-33
COMM 2220	Television Studio Production	
COMM 2120	Reporting	
COMM 2150	Digital Publishing	
COMM 2300	Photojournalism	
COMM 2500	Social Media I	
COMM 2990	Independent Study	
COMM 3120	Media Writing II	
COMM 3150	Feature Writing	
COMM 3180	Mass Communication Law	
COMM 3210	Audio Production 2	
COMM 3260	Live Sports Production	
COMM 3270	Multimedia Newswriting	
COMM 3290	Content Management	
COMM 3350	Graphic Communication 1	
COMM 3500	Social Media II	
COMM 3880	Professional Business Communication	
COMM 4090	Mass Communication Ethics	

COMM 4100	Multimedia Journalism
COMM 4220	Advanced Television Production
COMM 4250	Mass Communication History
COMM 4330	Integrated Media
COMM 4940	Communication Internship
COMM 4900	Communication Seminar
COMM 4990	Independent Study

Total Hours **36-49**

¹ All required courses must be passed with a C- or better.

Below is a sample plan of study. Consult your degree audit for your program requirements.

First Term	Hours
AR 1000 First Year Orientation	1
ENGL 1110 College Composition I	3
MATH 1180 Reasoning With Mathematics	3
COMM 2130 Media Writing 1	3
COMM 2000 Mass Communication And Society	3
Arts/Humanities Core (History)	3
Hours	16

Second Term	Hours
ENGL 1130 College Composition II: Academic Disciplines And Discourse	3
COMM 2160 Single Camera Production	3
COMM 2000-level Major Elective	3
Social Sciences Core	3
Arts/Humanities Core	3
Hours	15

Third Term	Hours
COMM 2180 Media Producing and Performance	3
COMM 2000-level Major Elective	3
Elementary Foreign Language I	4
Social Sciences Core	3
Natural Sciences Core	3
Natural Sciences Core (Lab)	1
Hours	17

Fourth Term	Hours
COMM 4100 Multimedia Journalism (WAC)	4
COMM Major Elective	3
Elementary Foreign Language II	4
Natural Sciences Core	3
Diversity of US	3
Hours	17

Fifth Term	Hours
COMM 3000/4000 Major Elective	3
Intermediate Foreign Language I or approved culture course	3
Related or minor course	3
Related or minor course	3

Non-US Diversity	3
Hours	15
Sixth Term	
COMM 3000/4000 Major Elective	3
COMM 3000/4000 Major Elective	3
Intermediate Foreign Language II or approved culture course	3
Related or minor course	3
ENGL 2710-ENGL 2800 Arts/Humanities (English Lit)	3
Hours	15
Seventh Term	
COMM 3000/4000 Major elective	3
COMM 4100 Multimedia Journalism or COMM 4220 or Advanced Television Production	4
Related or minor course	3
Related or minor course	3
Hours	13
Eighth Term	
COMM 3000/4000 Major Elective	3
Related or minor course	3
Elective	3
Elective	3
Hours	12
Total Hours	120

Each student will assemble and publish a professional online portfolio.

Each student will produce professional content for the media designed to either inform, entertain or persuade.

Each student will be able to perform in an audio and video setting in a professional manner.

Each student will demonstrate proficiency in news writing techniques for different media platforms and be able to critically evaluate media content across platforms.

Each student will demonstrate proficiency in the use of media technology and professional software.

Each student will show measurable improvement in over all knowledge in the field of media communication.