

MASS COMMUNICATION MINOR (MC)

Mass Communication is everywhere, even for those who don't intend careers in the mass media. Scientists, politicians, educators, business people, athletes, health professionals and those in many other careers find themselves working with print and broadcast journalists, advertising and public relations practitioners on a daily basis. The rest of us are consumers of mass media every time we read a publication or view television.

An analytical and critical understanding of mass communication can be a significant supplement to any degree. The 18-hour mass communication minor, designed to provide an overview of mass communication in today's society-your society.

The four required and two elective courses have no pre-requisites and may be taken in any order.

Four required courses:

- MC 3343 - Introduction to Public Relations
- MC 3355 - Mass Media & Society
- MC 3367 - Advertising
- MC 4302 - History of Mass Media

Plus two courses chosen from:

- MC 1301 - Introduction to Mass Communication
- MC 3375 - Programming in Electronic Media
- MC 4303 - International Advertising
- MC 4308 - Women and Minorities in the Media
- MC 4309 - Visual Literacy: Film
- MC 4310 - International Communication
- MC 4318 - Media Ethics
- MC 4319 - Latinas/Latinos and Media
- MC 4382L- Feature Writing & Freelancing
- MC 4382M- Introduction to Multimedia
- MC 4382N- Seminal in Journalism
- MC 4382O- Travel Journalism
- MC 4382P- Health Campaigns
- MC 4382R- Media Violence
- MC 4382S- Fundamentals of Digital and Online Media
- MC 4382Q- Media in Asia and Southeast Asia