

# BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION BACHELOR'S TO MASTER'S TRACK

## Overview

This is a Bachelor's to Master's Track degree program for students in all areas of the B.A. Multimedia Communication program.

High performing upperclassmen (those with an overall GPA of 3.25 or higher and a minimum of 78 completed credit hours) may select the Bachelor's to Master's Track to earn credit towards a Master's Degree in Professional Communication. Enrollment in this track allows students to simultaneously earn credit towards their undergraduate degree and graduate degree. In order to be part of this program students must contact the Communication Department Chair and meet the following criteria. (1) Provide a current resume outlining academic and professional experience and (2) provide a letter of interest explaining how the candidate's academic and/or professional experience and goals align with the MA program. Upon graduation with the undergraduate degree, students must be accepted to the Graduate College and meet all admissions requirements. Once accepted, student transcripts will reflect the dual-enrolled courses.

COURSE	TITLE	S.H.
<b>FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR</b>		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
<b>GENERAL EDUCATION</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE: Mathematics Course	*Any approved GE: MATH Course, MATH 2623 recommended	3
Arts and Humanities (6 s.h.)		
JOUR 2603	Media Ethics and Social Responsibilities <sup>required for major</sup>	3
GE: Arts and Humanities 3		
Social Science (6 s.h.)		
MCOM 1595	Media Literacy and Culture <sup>required for major</sup>	3
GE: Social Sciences 3		
Natural Science (6-7 s.h.)		
GE: Natural Sciences 3		
GE: Natural Sciences with Lab 4		
General Education Electives (9 s.h.)		
CMST 1545	Communication Foundations <sup>required for major</sup>	3
CMST 2610	Intercultural Communication <sup>required for major</sup>	3
General Education Elective 3		
<b>Major Requirements</b>		
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3

MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
<b>Senior Capstone</b>		
MCOM 4899	Senior Project	3
<b>Seminar Requirement</b>		
MCOM 4897	Seminar	3
or JOUR 4825	Selected Topics in Journalism	
<b>Option (Students must select either Option A or Option B or Option C)</b>		<b>34</b>
These options correspond to the B.A. MCOM programs.		

<b>Option A: Production (32-34)</b>		
Students must take MCOM 3781L, MCOM 3782, MCOM 3782L, MCOM 4884L and JOUR 4890		
Select 3 (9 SH) of the following: MCOM 1570, MCOM 3784, MCOM 3791, MCOM 3793L, MCOM 3795, MCOM 4888, JOUR 3721L, JOUR 3790		

Students must take an additional 12-14 hours in free electives.

<b>Option B: Media Management (32-34 s.h.)</b>		
Students must take MCOM 3784 and MCOM 3791.		
Select 5 (15 SH) of the following: MCOM 1570, MCOM 3781, MCOM 3782 (with MCOM 3782L), MCOM 3793, MCOM 3794, MCOM 3795, MCOM 4882, MCOM 4884, MCOM 4888, JOUR 3721L, JOUR 3790		

Students must take an additional 11-13 hours in free electives.

<b>Option C: Sports Broadcasting (32-34 s.h.)</b>		
Students must take MCOM 1570, MCOM 1570L, MCOM 3782, MCOM 3782L, MCOM 3793L, MCOM 3795, MCOM 3795L, JOUR 3759, JOUR 3769, CMST 5889		

Complete 5-6 s.h. in MCOM 3784, MCOM 3791, MCOM 4884L, MCOM 3781L, MCOM 4888, MCOM 4890

Students may need to take an additional 1-3 hours of free electives.

<b>Required Support Courses</b>		
CMST 1500	Exploring Communication	3
JOUR 2602	Media Writing	3
CMST 3790	Personal Brand Communication	3
JOUR 4824	Communication Law	3

**Graduate Swing Classes** These courses will only count for graduate credit if you have completed the form indicating you are taking it as the grad level. The form must be completed before the course begins.

CMST 6900	Survey of Communication Graduate Studies	3
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<b>Pick Two 6</b>		
CMST 5852	Conflict Management and Negotiation	
CMST 5860	Persuasion and New Media	
CMST 5889	Theory of Sports and Communication <sup>*Students in Option C may not choose this course.</sup>	
CMST 5898	Seminar	

**Total Semester Hours 120-122**

<b>Year 1</b>		
<b>Fall</b>		<b>S.H.</b>
MCOM 2624	Communication Technology - Photo and Video	3
or MCOM 2625	or Communication Technologies: Aesthetics and Design	
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
CMST 1500	Exploring Communication	3
JOUR 2603	Media Ethics and Social Responsibilities	3
YSU 1500	Success Seminar	1-2
or YSU 1500S	or Youngstown State University Success Seminar	
or HONR 1500	or Intro to Honors	

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ENGL 1550 or ENGL 1549	Writing 1 or Writing 1 with Support	3-4	CMST 5852 or CMST 5860 or CMST 5889 or CMST 5898	Conflict Management and Negotiation 5889 may be taken as part of the Sports Broadcasting track requirements and the graduate track requirements. or Persuasion and New Media or Theory of Sports and Communication or Seminar	3
<b>Semester Hours</b>		<b>16-18</b>			
<b>Spring</b>					
MCOM 2625 or MCOM 2624	Communication Technologies: Aesthetics and Design or Communication Technology - Photo and Video	3	CMST 5898 or CMST 5852 or CMST 5860 or CMST 5889	Seminar or Conflict Management and Negotiation or Persuasion and New Media or Theory of Sports and Communication	3
MCOM 2685	Producing	3			
JOUR 2602	Media Writing	3			
ENGL 1551	Writing 2	3			
Option Course		3			
<b>Semester Hours</b>		<b>15</b>			
<b>Year 2</b>					
<b>Fall</b>					
MCOM 1595	Media Literacy and Culture	3			
MCOM 3726	American Media: History, Principles and Practices	3			
CMST 1545	Communication Foundations	3			
Math Requirement		3			
Option Course		3			
<b>Semester Hours</b>		<b>15</b>			
<b>Spring</b>					
CMST 3790	Personal Brand Communication	3			
Option Course		3			
Option Course		3			
GE: Natural Science and Natural Science Lab		4			
GE: Social Science		3			
<b>Semester Hours</b>		<b>16</b>			
<b>Year 3</b>					
<b>Fall</b>					
MCOM 3780	Presentational Literacy	3			
MCOM 4850L	Applied Production	3			
CMST 2610	Intercultural Communication	3			
Option Course		3			
General Education Elective		3			
<b>Semester Hours</b>		<b>15</b>			
<b>Spring</b>					
JOUR 4824	Communication Law	3			
Option Course		3			
Option Course		3			
Option Course		3			
GE: Arts and Humanities		3			
<b>Semester Hours</b>		<b>15</b>			
<b>Year 4</b>					
<b>Fall</b>					
MCOM 4897 or JOUR 4825	Seminar or Selected Topics in Journalism	3			
CMST 6900	Survey of Communication Graduate Studies	3			
Option Course		3			
GE: Natural Science		3			
Free Elective		1			
<b>Semester Hours</b>		<b>13</b>			
<b>Spring</b>					
MCOM 4899	Senior Project	3			

LEARNING OUTCOMES

The student learning outcomes for the B.A. degree program in multimedia communication are as follows:

SLO1: Students will compose messages using multi-media technology.

SLO2: Students will use the production process to construct written, oral and visual messages for a specific audience.

SLO3: Students will examine and apply legal and ethical concepts associated with careers in mass media.

SLO4: Students will describe the prevailing theories and professional structures of electronic media both in the U.S. and globally.

Option Course	3
Option Course	3
<b>Semester Hours</b>	<b>15</b>
<b>Total Semester Hours</b>	<b>120-122</b>