

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION

Overview

The multimedia communication program prepares students for careers in mass media professions. Our students graduate with an in-depth knowledge of the intellectual challenges found in media industries and a complete tool kit of skills and techniques necessary for video production, content creation, audience analysis and production management.

The multimedia communication curriculum is designed to aid students in the pursuit of careers in all fields of mass communication including video production, broadcasting, public relations and social media content creation.

COURSE	TITLE	S.H.
FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
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 & Humanities (6 sh)		
JOUR 2603	Media Ethics and Social Responsibilities ^{required for major}	3
GE: Arts and Humanities		3
Natural Sciences (7 sh)		
GE: Natural Science Course		3
GE: Natural Science Course with Lab		4
Social Sciences (6 sh)		
MCOM 1595	Media Literacy and Culture ^{required for major}	3
CMST 2610	Intercultural Communication ^{required for major}	3
General Education Electives		
CMST 1545	Communication Foundations ^{*CMST 1545 or 2620 is required in major}	3
or CMST 2620	Science Communication	
GE: General Education Elective		3
GE: General Education Elective		3
Required Support Courses		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
Major Requirements		
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
or JOUR 3726	American Media: History, Principles and Practices	
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3

Option (Students must select either Option A or Option B) 23-24

Option A: Studio Production	
MCOM 3781L	Audio Production
MCOM 3782	Advanced Multicamera Production
MCOM 3782L	Multicamera Lab 2
MCOM 4882	Live Event Production
MCOM 4884L	Video Production Direction
MCOM 4890	Writing and Producing Television News
or JOUR 4890	Writing and Producing Television News
Select 3 (9 SH) of the following: MCOM 1570, MCOM 2654, MCOM 3711, MCOM 3717, MCOM 3784, MCOM 3791, MCOM 3793L, MCOM 4879, MCOM 4888, JOUR 3721L, JOUR 3790	
Option B: General Media Studies	
Select 8 (24 SH) of the following	
MCOM 1570	Sports Field Production 1
MCOM 2654	Community Engagement and Relations
MCOM 3711	Social Media Content Creation
MCOM 3717	Public Relations Campaigns
MCOM 3784	Electronic Media Content Strategies
MCOM 3791	Electronic Media Promotion and Sales
MCOM 3793L	Broadcast Sports Performance
MCOM 4879	Game Day Content Production
MCOM 4888	Multimedia Communication Internship
Additionally students may choose: MCOM 3782 (with MCOM 3782L), MCOM 3781L, MCOM 4890, MCOM 4882, JOUR 3721L, JOUR 3757, JOUR 3790	
Seminar Requirement	
MCOM 4897	Seminar
or JOUR 4825	Selected Topics in Journalism
Senior Capstone	
MCOM 4899	Senior Project
FREE ELECTIVES *Hours will vary based upon what is needed for 120 SH	
Total Semester Hours	
120	
Year 1	
Fall	
ENGL 1550	Writing 1
or ENGL 1549	or Writing 1 with Support
CMST 1500	Exploring Communication
MCOM 2624	Communication Technology - Photo and Video
or MCOM 2625	or Communication Technologies: Aesthetics and Design
MCOM 2683	Foundations of Multicamera Production
MCOM 2683L	Multicamera Lab 1
YSU 1500	Success Seminar
or YSU 1500S	or Youngstown State University Success Seminar
or HONR 1500	or Intro to Honors
Semester Hours	
13-15	
Spring	
ENGL 1551	Writing 2
JOUR 2602	Media Writing
MCOM 2625	Communication Technologies: Aesthetics and Design
or MCOM 2624	or Communication Technology - Photo and Video
MCOM 2685	Producing

Option Course		3
Semester Hours		15
Year 2		
Fall		
CMST 1545	Communication Foundations	3
JOUR 2603	Media Ethics and Social Responsibilities	3
MCOM 3726	American Media: History, Principles and Practices	3
Math Requirement		3
Option Course		3
Semester Hours		15
Spring		
MCOM 1595	Media Literacy and Culture	3
Option Course		3
GE: Lab Science		4
GE: Social Science		3
Free Elective		3
Semester Hours		16
Year 3		
Fall		
CMST 2610	Intercultural Communication	3
CMST 3790	Personal Brand Communication	3
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
Option Course		3
Semester Hours		15
Spring		
JOUR 4824	Communication Law	3
Option Course		3
Option Course		3
GE: Arts and Humanities		3
Free Elective		3
Semester Hours		15
Year 4		
Fall		
MCOM 4897 or JOUR 4825	Seminar or Selected Topics in Journalism	3
Option Course		3
GE: Natural Science		3
Free Elective		3-4
Free Elective		3
Semester Hours		15-16
Spring		
MCOM 4899	Senior Project	3
Option Course		3
GE: Elective Course		3
Free Elective		3
Free Elective		4
Semester Hours		16
Total Semester Hours		120-123

SL02: Students will use the production process to construct written, oral and visual messages for a specific audience.

SL03: Students will examine and apply legal and ethical concepts associated with careers in mass media.

SL04: Students will describe the prevailing theories and professional structures of electronic media both in the U.S. and globally.

LEARNING OUTCOMES

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

SL01: Students will compose messages using multi-media technology.