Mass Communication

MAJOR

MINOR

Professor: J. Lombardi, Terry (Chair)
Associate Professor: Whalen
Assistant Professor: Danzi

- Only courses in which you earn a grade of C or better may count towards satisfaction of major or minor requirements.
- All grades earned in courses completed for the major in Mass Communication count in determining whether you meet the graduation requirement of a 2.0 cumulative grade point average in the major.
- All courses completed for the Mass Communication major count in determining whether one-half of the major is completed at FSU.

Program Requirements

<table>
<thead>
<tr>
<th>Hours Required in Mass Comm.:</th>
<th>MAJOR</th>
<th>MINOR</th>
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</thead>
<tbody>
<tr>
<td>Hours Required in Other Departments:</td>
<td>3-15</td>
<td>0</td>
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<tr>
<td>Total Hours Required:</td>
<td>45</td>
<td>24</td>
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Requirements for Major in Mass Communication

1. Introductory/Prerequisite Course: (3 hours)
   MCOM 105 Introduction to Mass Communication

2. Mass Communication Practice Courses: (9 hours)
   ART 207 Graphic Design (Tech. Fluency)
   MCOM 205 Mobile Media Production
   MCOM 246* Introduction to Mass Communication Research Methods

3. Advanced Mass Communication Courses: (18 hours)
   MCOM 326* Writing for Electronic Media
   MCOM 346* Mass Communication Theory
   MCOM 447* Telecommunications Law
   MCOM 485* Electronic Media Aesthetics & Criticism
   MCOM 486* Current Issues and New Technology in Mass Communication
   MCOM 498* Senior Seminar in Mass Communication (Capstone)

4. Internship: (Minimum of 3 hours)
   MCOM 492 and 495 Internship Project/Extended Internship
   or MCOM 494 Internship
   or One 3-credit Mass Communication Elective

5. Professional Focus: (12 hours)
   All MCOM majors must complete one of the focus groupings listed below OR one of the following minors: Communication Studies, Graphic Design, Journalism, Leadership Studies, Marketing or Public Relations. Students wishing to substitute a course for one of the courses in the listed focus groupings may petition the Chair, in writing, prior to earning 90 credit hours. Many of these courses have prerequisites and students should plan their earlier studies accordingly.

   Video Production
   MCOM 287* Introduction to Video Production
   MCOM 387* Multi-Camera Studio Production
   MCOM 487* Advanced Video Production
   MCOM 499* Directed Study

   Audio/Video Production
   Choose two from each group:
   Group 1
   MCOM 213 Audio Production
   MCOM 250 Announcing and Performance
   MCOM 313* Advanced Audio Production
   MCOM 465* Music Promotion and Production
   MCOM 499* Directed Study
   MUSC 358 The Business of Music and Arts Management
   Group 2
   MCOM 287* Introduction to Video Production
   MCOM 387* Multi-Camera Studio Production
   MCOM 487* Advanced Video Production
   MCOM 499* Directed Study

   Audio Industry
   Choose four from:
   MCOM 150 Introduction to Radio
   MCOM 213 Audio Production
   MCOM 250 Announcing and Performance
   MCOM 313* Advanced Audio Production
   MCOM 316* Electronic Media Management
   MCOM 336* Broadcast-Cable Programming
   MCOM 465* Music Promotion and Production
   MCOM 499* Directed Study
   MUSC 358 The Business of Music and Arts Management
Media Management†
Choose from:
CMST 225 Interviewing
CMST 335 Organizational Communication
CMST 345 Conflict Communication
MCOM 316 Electronic Media Management
MCOM 336 Broadcast-Cable Programming
MGMT 251 Management of Organizations
MGMT 356 Leadership and Human Behavior
MGMT 357 Human Resource Management
MUSC 358 The Business of Music and Arts Management

Events Planning
Choose from:
CMST 102 Introduction to Human Communication
or CMST 122 Introduction to Public Speaking
LEAD 101 Introduction to Leadership Studies
MCOM 465 Music Promotion and Production
MCOM 499 Directed Study
MUSC 358 The Business of Music and Arts Management
RECR 382 Program Planning
RECR 384 Special Events Management

Media Promotions†
Choose from:
CMST 322 Presentational Communication
MCOM 456 Creative Strategies in Adver & Media Buying
MCOM 465 Music Promotion and Production
MCOM 499 Directed Study
MKTG 361 Principles of Marketing
MKTG 366 Consumer Behavior
MUSC 358 The Business of Music and Arts Management

Requirements for Minor in Mass Communication
1. Required Courses (18 hours)
MCOM 105 Introduction to Mass Communication
MCOM 246 Intro. to Mass Communication Research Methods
MCOM 346 Mass Communication Theory
MCOM 447 Telecommunications Law
MCOM 485 Electronic Media Aesthetics and Criticism
MCOM 486 Current Issues & New Technologies in Mass Communication

2. Electives (6 hours)
Select six additional credits of MCOM courses (excluding MCOM 100 and MCOM 101)
*Course has prerequisites; consult the course description section of this catalog

† This program is intended to give a foundational background in some business aspects of MCOM, but is not intended as preparation for a professional career in business.