

MASS COMMUNICATIONS

Corporate and Institutional Media

College of Arts and Sciences • Department of Mass Communications

Degrees Available at SIUE

- Bachelor of Arts, Mass Communications
- Bachelor of Science, Mass Communications

Why Corporate and Institutional Media?

With corporations and nonprofit organizations faced with increasing scrutiny or accountability, it's never been more critical to offer consistent and relevant communications both to internal and external audiences. Far from providing general company fact sheets, today's specialists in corporate and institutional media are responsible for shaping communications that enhance the public value, understanding, and perception of an institution. They are called upon for development of strategic communications and take a lead role in handling messages related to crisis communications and change.

Corporate and Institutional Media at SIUE

Students seeking to specialize in corporate or institutional communications do so within the university's mass communications department. Accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), the department offers targeted curriculum on the management of communications for the mass media as well as specific courses related to writing for internal and external audiences. Among the advanced courses available are those that focus on the creation of publications, corporate videos, and internet communications. Real-world experience is obtained through internships that match a student's desired career goal(s).

All Mass Communications majors must complete a minimum of 80 semester hours in courses outside the Department of Mass Communications. Of these, no fewer than 65 semester hours must be completed in courses in the basic liberal arts and sciences. Liberal arts and sciences courses at SIUE include any course taught in the College of Arts and Sciences, the Department of Economics, and the Department of Psychology.

Career Outlook

Graduates with a mass communications specialization in corporate and institutional media are in high demand. Options range from positions in corporate public relations departments, international businesses, or public policy organizations, to name a few. Advertising agencies seek specialists in corporate communications to provide value and targeted services to clients. With increasing awareness of the vital role communications plays in shaping public perception of a business or industry, graduates with this specialization in mass communications will continue to fill a vital role within organizations.

Admission Requirements

Except for incoming freshmen, students wishing to apply for a major in mass communications are required to:

- complete all Academic Development courses required by the University;
- complete any required courses to address high school deficiencies;
- achieve a minimum cumulative grade point average of 2.2 at SIUE;
- complete MC 201 and 202 with a grade of C or better.

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Faculty

Professors

Ralph R. Donald, Ph.D.

1987, University of Massachusetts

Riley H. Maynard, Ph.D.

1995, St. Louis University

Associate Professors

Gary R. Hicks (Chair), Ph.D.

1998, University of Texas at Austin

Elza N. Ibroscheva, Ph.D.

2005, Southern Illinois University Carbondale

Assistant Professors

Donna K. Hale, Ph.D.

2005, Bowling Green State University

Musonda Kapatamoyo, Ph.D.

2007, Ohio University

Suman Mishra, Ph.D.

2009, Temple University

Jason Yu, Ph.D.

2008, The University of North Carolina at Chapel Hill

Instructors

Cory Byers, M.A.

2005, Southern Illinois University Carbondale

Tammy Merrett-Murry, M.A.

1998, Webster University



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

COLLEGE OF ARTS & SCIENCES

Sample Four-Year Curriculum - BS

	FALL	SPRING
YEAR 1	MC 201 Mass Media in Society (3) ENG 101 English Composition I (3) SPC 105 Public Speaking (required) (3) STAT 107 Concepts of Statistics or CMIS 108 Computer Concepts and Applications (3) Introductory Fine Arts and Humanities (3) Total 15	MC 202 Writing for the Media (3) ENG 102 English Composition II (3) PHIL 106 Critical Thinking or MATH 106 Deductive Reasoning (3) Introductory Natural Sciences and Mathematics (3) Introductory Social Sciences (3) Total 15
YEAR 2	MC 204 Introduction to Television and Audio Production (3) Introductory General Education (3) Introductory General Education (3) Minor (3) Minor (3) Total 15	MC Professional Option (3) MC Professional Option (3) Distribution Natural Sciences and Mathematics (3) Minor (3) MC 203 (3) Total 15
YEAR 3	MC Professional Option (3) Intergroup Relations (IGR) (3) Minor (3) Minor (3) Elective (3) Total 15	MC Professional Option (3) MC Elective (3) Interdisciplinary Studies (IS) (3) Distribution Social Sciences (3) Minor (3) Total 15
YEAR 4	MC 401 Media Law & Policy (3) PHIL 481 Media Ethics (DFAH) (3) International Issues/International Culture (II/IC) (3) Minor/Elective (3) Elective (3) Elective (3) Total 18	MC 403 Media Critical Theory (3) MC 481 Internship/Senior Portfolio (3) MC Elective (3) Elective (3) Elective (4) Total 16

TRANSFER STUDENTS Maximize your transfer experience - complete the **bolded** courses/requirements pre-transfer **AND** satisfy the Illinois Articulation Initiative (IAI) General Ed Core or receive an AA, AS, or AAT (early childhood, special ed, or math) degree from an IAI community college. If 'Minor' requirements are shown, discuss careful course selection with the academic advising contact listed. Transfer Credit Equivalency Guides are located at siue.edu/transfer/

BA degree requires two semesters of same foreign language.

Exit Requirements

- Complete all specific program requirements.
- Complete all University requirements including:
 - All general education requirements
 - A minimum of 124 credit hours
 - At least 30 of which must be completed at SIUE
 - At least 60 of which must be completed at a regionally accredited 4-year institution
 - A minimum cumulative grade point average of 2.2
 - Bachelor of Arts only: one year of the same foreign language
- File an Application for Graduation by the first day of the term in which you plan to graduate.

Application Deadline

Please refer to SIUE's undergraduate application deadlines.

Academic Advising Information

Brian Hinterscher

College of Arts and Sciences Undergraduate Advising
 SIUE, Campus Box 1609, Edwardsville, IL 62026-1609
 618.650.5525
 jeharri@siue.edu

Contact Info

Department of Mass Communications
 SIUE, Campus Box 1775, Edwardsville, IL 62026-1775
 618.650.2230

