

MASS COMMUNICATIONS

Media Advertising

College of Arts and Sciences • Department of Mass Communications

Degrees Available at SIUE

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

Why Media Advertising?

We are affected by media advertising in almost every venue of our lives. In television and radio, print media, public billboards, targeted public displays, and the Internet, advertising is critical to creating awareness of a business or product. Effective advertising serves to increase sales or motivate individuals or groups to act in a specific manner.

Media Advertising at SIUE

Students interested in media advertising enroll in SIUE's Department of Mass Communications, which is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Course work includes a strong foundation in the culture and history of mass communications as well as practical skills courses related to copy writing and editing, electronic media advertising, development of advertising campaigns, and the use of various media technology to affect influence and perception. Undergraduates are able to apply for off-campus internships relevant to their career paths and have multiple avenues on campus, including broadcast and print outlets, to hone skills in media advertising.

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

With the rise in diversity among media outlets, graduates in mass communications with expertise in both traditional and innovative forms of media advertising have a wide variety of career paths from which to choose.

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.

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.



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

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.

Academic Advising Information

Brian Hinterscher
 College of Arts and Sciences Undergraduate Advising
 Campus Box 1609
 SIUE
 Edwardsville, IL 62026-1609
 (618) 650-5525

Contact Info

Department of Mass Communications
 Campus Box 1775
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