

**MASS COMMUNICATIONS –
ADVERTISING AND STRATEGIC MEDIA**

Requirements to Declare the Major:

- Achieve a cumulative GPA of 2.2 or higher

STUDENT NAME: _____

CATALOG TERM: _____

BANNER ID: _____

TERM OF DECLARATION: _____

Major Requirements (42 hours)

*Prerequisite and Core courses (27 hours)				
COURSE	TITLE	PREREQUISITES	SEMESTER	GRADE
MC 201 (3)	Mass Media in Society			
MC 202 (3)	Writing for the Media			
MC 204 (3)	Introduction to Audio and Video Production	MC 202		
MC 327 (3)	Writing and Designing for Digital Media	MC 204 or concurrent		
MC 401 (3)	Media Law and Policy	Senior standing		
MC 403 (3)	Cultural Studies in Media	Jr/Sr standing & MC major		
MC 481 (3)	Internship/Senior Portfolio	MC major; Sr standing		
MC 455 (3)	Media Ethics	Jr Standing		
MC 451 (3)	Research Methods (counts for MC elective or track elective) ACS 329 (ACS minors only)	MC 451 – senior standing ACS 329 advisor		
(3)	Mass Communications Elective course			

Advertising and Strategic Media courses (15 hours)

Advertising Focus: Take MC 325 & 389

Strategic Media Focus: Take MC 402 & 422

MC 325 (3) OR MC 402 (3)	Fundamentals of Advertising Media Management	None Jr/Sr standing & MC major		
MC 389 (3)	Media Planning	MC 325 w/C or better		
MC 422 (3)	Writing for the Corporate and Institutional Market	MC 202 w/C or better		
	MC Track Elective			
	MC Track Elective			

Choose three MC Track electives from MC 321, 323, 326, 330, 334, 342, 421, 431, 440, 441, 449, 451, 453, (325, 389 if Strategic Media), (402, 422 if Advertising)

UNIVERSITY INTELLECTUAL AREAS			
BACHELOR OF ARTS		BACHELOR OF SCIENCE	
<i>8 courses in BFPA/FPA or BHUM/HUM, including 1 year of same Foreign Language</i>		<i>8 courses in BLS/LS, BPS/PS, or BSS/SS, including 2 LAB experiences</i>	
FL	FL	1.	5.
1	4.	2.	6.
2.	5.	3.	7.
3.	6.	4.	8.

Graduation Requirements:

- Complete all major program requirements with a C or better average in MC courses
 - 42 hours in Major (including PHIL 481)
 - Minor outside of MC
 - 72 hours required outside of MC Department
 - 2.2 Cumulative GPA
- Complete all minor or concentration requirements
- Complete all University requirements including:
 - General Education Requirements
 - Requirements for either the Bachelor of Arts, which includes one year of the same foreign language or Bachelor of Science degree
 - A minimum of 120 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
- File an Application for Graduation by the first day of the term in which you plan to graduate

LAB	LAB
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COLLEGE OF ARTS & SCIENCES

MASS COMMUNICATIONS – MEDIA PRODUCTION

Requirements to Declare the Major:

- Achieve a cumulative GPA of 2.2 or higher

STUDENT NAME: _____

CATALOG TERM: _____

BANNER ID: _____

TERM OF DECLARATION: _____

Major Requirements (42 hours)

*Prerequisite and Core courses (27 hours)				
COURSE	TITLE	PREREQUISITES	SEMESTER	GRADE
*MC 201 (3)	Mass Media in Society			
*MC 202 (3)	Writing for the Media			
MC 204 (3)	Introduction to Audio and Video Production	MC 202		
MC 327 (3)	Writing and Designing for Digital Media	MC 204 w/C or better		
MC 401 (3)	Media Law and Policy	Senior standing		
MC 403 (3)	Cultural Studies in Media	Jr/Sr standing & MC major		
MC 481 (3)	Internship/Senior Portfolio	MC major; Sr standing		
MC 455 (3)	Media Ethics	Jr Standing		
MC 451 (3)	Research Methods (also counts for MC elective) ACS 329 (ACS minors only)			
(3)	Mass Communications Elective course			

Media Production courses (15 hours)				
MC 330 (3)	Advanced Broadcast Writing	MC 204 w/C or better		
MC 402 (3)	Media Management	Jr/Sr standing & MC major		
	MC Media Prod Elective			
	MC Media Prod Elective			
	MC Media Prod Elective			

Choose three MC Media Production electives from MC 301, 331, 333, 334, 423, 431, 433, 440, 441, 454

MC 301 required for Radio Production internship

MC 333 or 431 required for TV Production internship

MC 332 required for Radio/TV News internship (MC 332 would count as MC elective course under core courses.)

UNIVERSITY INTELLECTUAL AREAS			
BACHELOR OF ARTS		BACHELOR OF SCIENCE	
8 courses in BFPA/FPA or BHUM/HUM, including 1 year of same Foreign Language		8 courses in BLS/LS, BPS/PS, or BSS/SS, including 2 LAB experiences	
FL	FL	1.	5.
1	4.	2.	6.
2.	5.	3.	7.
3.	6.	4.	8.

Graduation Requirements:

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 - A minimum of 120 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

LAB	LAB
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COLLEGE OF ARTS & SCIENCES

MASS COMMUNICATIONS – JOURNALISM

Requirements to Declare the Major:

- Achieve a cumulative GPA of 2.2 or higher

STUDENT NAME: _____

CATALOG TERM: _____

BANNER ID: _____

TERM OF DECLARATION: _____

Major Requirements (42 hours)

*Prerequisite and Core courses (27 hours)				
COURSE	TITLE	PREREQUISITES	SEMESTER	GRADE
*MC 201 (3)	Mass Media in Society			
*MC 202 (3)	Writing for the Media			
MC 204 (3)	Introduction to Audio and Video Production	MC 202		
MC 327 (3)	Writing and Designing for Digital Media	MC 204 w/C or better		
MC 401 (3)	Media Law and Policy	Senior standing		
MC 403 (3)	Cultural Studies in Media	Jr/Sr standing & MC major		
MC 481 (3)	Internship/Senior Portfolio	MC major; Sr standing		
MC 455 (3)	Media Ethics	Jr Standing		
MC 451 (3)	Research Methods (also counts for MC elective) ACS 329 (ACS minors only)			
(3)	Mass Communications Elective course			

Journalism courses (15 hours)				
MC 322 (3)	Copy Editing for the Media			
MC 324 (3)	Advanced News Reporting	MC 202 w/C or better		
	MC JOUR Elective			
	MC JOUR Elective			
	MC JOUR Elective			

Choose three MC JOUR electives from MC 321, 323, 330, 332, 341, 342, 424, 447

MC 332 required for TV News Writing internship

UNIVERSITY INTELLECTUAL AREAS			
BACHELOR OF ARTS		BACHELOR OF SCIENCE	
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1	4.	2.	6.
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