

Degrees Available at SIUE

- Bachelor of Arts in Mass Communications
- Bachelor of Science in Mass Communications

Areas of Interest

- Journalism
- Media Production
- Advertising and Strategic Media

Mass Communications at SIUE

The mass communications program in the College of Arts and Sciences at SIUE prepares students to succeed in careers in one of the fastest growing and most dynamic areas: the mass media.

The Department of Mass Communications at SIUE is accredited by the highly-selective Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). This means our students get one-on-one attention from their instructors due to small class sizes and curriculum that keeps with changes in the media industry. Our students have access to state-of-the-art facilities and faculty members who dedicate themselves to serving the professional and intellectual needs of the students.

At SIUE, we take advantage of our close proximity to the St. Louis region. Currently the 21st largest media market in the United States, St. Louis provides numerous media resources to our students. Working media professionals teach many of our skills courses and guest speakers are brought in regularly to meet with students. Our students have the opportunity to participate in internship opportunities only possible in a major media market, and our students are placed in all major media outlets in St. Louis, including the communication departments of the St. Louis Cardinals and Blues.

The Department of Mass Communications offers three sequences: journalism, media production, and advertising and strategic media. While most of the curriculum is a shared experience by all majors, students take advanced courses specific to their chosen sequence. This approach is in keeping with the converged nature of today's media industries. At its heart, our department is all about teaching students how to tell stories, whether in the form of advertising campaigns, news stories, documentaries, or any of an almost limitless use of this major. Students who major in mass communications but choose not to enter the media industry will be well-prepared, thoughtful and effective communicators.

Career Opportunities

Graduates of the Department of Mass Communications choose various career paths. Our graduates have become reporters, editors and photojournalists for newspapers, magazines, and online publications. Others work in radio and television, for advertising agencies, and in marketing and communications positions at major corporations and non-profits; many become the social media experts in their positions. Some graduates take an entrepreneurial approach and create careers as independent videographers, event planners, graphic designers, web developers and freelance communications specialists.

Admission Requirements

Current SIUE 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



Faculty

Tom Atwood, MS

2008, Southern Illinois University Edwardsville

Undrah Baasanjav, PhD

2006, Ohio University

Cory Byers, MA

2005, Southern Illinois University Carbondale

Gary R. Hicks, PhD

1998, The University of Texas at Austin

Musonda Kapatamoyo, PhD

2007, Ohio University

Shi Li, PhD

Indiana University Bloomington

Tammy Merrett, MA

1998, Webster University

Suman Mishra, PhD

2010, Temple University

Mark Poepsel, PhD

2011, University of Missouri - Columbia

Ashton Speno, PhD

2016, University of Missouri-St. Louis

Jason Yu, PhD

2008, The University of North Carolina at Chapel Hill

Sample Four-Year Curriculum

Sample four-year curriculum shown below for the Bachelor of Science in mass communications.

	Fall Semester	Spring Semester
Year 1	MC 201 Mass Media in Society 3 ENG 101 English Composition I 3 ACS 101 Public Speaking 3 QR 101, MATH 150 or Higher 3 Breadth Fine & Performing Arts (BFPA) 3 Total Credits 15	MC 202 Writing for the Media 3 ENG 102 English Composition II 3 RA 101 Reasoning & Argumentation 3 Breadth Humanities (BHUM)/Experience United States Cultures (EUSC) 3 Breadth Life Science (BLS) with a lab (EL) 3 Total Credits 15
Year 2	MC 204 Intro to Audio & Video Production 3 Breadth Information & Communication in Society (BICS) 3 Breadth Physical Science (BPS) 3 Minor 3 Minor 3 Total Credits 15	MC Professional Option 3 MC Professional Option 3 Breadth Social Science (BSS) 3 Minor 3 MC 327 Writing and Designing for Digital Media 3 Total Credits 15
Year 3	MC Professional Option 3 Life, Physical or Social Science/Experience Global Cultures (EGC) 3 Minor 3 Minor 3 Life, Physical or Social Science with a lab (EL) 3 Total Credits 15	MC Professional Option 3 MC Professional Option 3 Interdisciplinary Studies (IS) 3 Life, Physical or Social Science 3 Minor 3 Total Credits 15
Year 4	MC 401 Media Law & Policy 3 PHIL 481 Media Ethics 3 Life, Physical or Social Science 3 Life, Physical or Social Science 3 Health Experience (EH) 3 Total Credits 15	MC 403 Cultural Studies in Media 3 MC 481 Internship/Senior Portfolio 3 MC Elective 3 Minor/Elective 3 Elective 3 Total Credits 15

NOTES – Students wishing to obtain a Bachelor of Arts degree may do so by taking eight (8) courses in fine and performing arts or humanities to include two (2) semesters of the same foreign language.

Transfer Students To maximize your transfer experience, complete the **bolded** courses/requirements pre-transfer **AND** satisfy either 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.

Graduation Requirements

- Complete all specific program requirements.
- Complete all University requirements, including:
 - All general education requirements
 - 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
 - Bachelor of Arts only: one year of the same foreign language and a minimum of six (6) courses in fine and performing arts or humanities
- File an Application for Graduation by the first day of the term in which you plan to graduate.

Contact Information

Department of Mass Communications
 College of Arts and Sciences
 Phone: 618-650-2230