

## Degrees Available at SIUE

- Bachelor of Arts, Mass Communications
- Bachelor of Science, Mass Communications
- Specialization is required in one of the following:
  - Journalism
  - Media Production
  - Advertising and Strategic Media

## Accelerated Combined Degree

This program provides an accelerated option for qualifying SIUE students who wish to earn simultaneous undergraduate and graduate credit for some courses taken their senior year.

## 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 nonprofits; 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

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 GPA of 2.2 at SIUE



## 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

### Alex Leith, ABD

Michigan State 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 Curriculum for the Bachelor of Science in Mass Communications

## Fall Semester

## Spring Semester

Year 1	<b>MC 201</b> Mass Media in Society	3	<b>MC 202</b> Writing for the Media	3
	ENG 101 English Composition I	3	ENG 102 English Composition II	3
	ACS 101 Public Speaking	3	RA 101 Reasoning & Argumentation	3
	QR 101, MATH 150 or Higher	3	Breadth Humanities (BHUM)/Experience United States Cultures (EUSC)	3
	Breadth Fine & Performing Arts (BFPA)	3	Breadth Life Science (BLS) with a lab (EL)	3
	FST 101 Succeeding & Engaging at SIUE	1	Total Credits	15
	Total Credits	16		
Year 2	<b>MC 204</b> Intro to Audio & Video Production	3	MC Professional Option	3
	Breadth Information & Communication in Society (BICS)	3	MC Professional Option	3
	Breadth Physical Science (BPS)	3	Breadth Social Science (BSS)	3
	Minor	3	Minor	3
	Minor	3	MC 327 Writing and Designing for Digital Media	3
	Total Credits	15	Total Credits	15
Year 3	MC Professional Option	3	MC Professional Option	3
	Life, Physical or Social Science/Experience Global Cultures (EGC)	3	MC Professional Option	3
	Minor	3	Interdisciplinary Studies (IS)	3
	Minor	3	Life, Physical or Social Science	3
	Life, Physical or Social Science with a lab (EL)	3	Minor	3
	Total Credits	15	Total Credits	15
Year 4	MC 401 Media Law & Policy	3	MC 403 Cultural Studies in Media	3
	MC 455 Media Ethics	3	MC 481 Internship/Senior Portfolio	3
	Life, Physical or Social Science	3	MC Elective	3
	Life, Physical or Social Science	3	Minor/Elective	3
	Health Experience (EH)	2	Elective	3
	Total Credits	14	Total Credits	15
			<b>Total Hours</b>	<b>120</b>

**NOTES:** Students wishing to obtain a Bachelor of Arts may do so by taking eight courses in fine and performing arts or humanities to include two 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. Visit [siue.edu/transfer](http://siue.edu/transfer) to find course equivalency guides.

## 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 four-year institution
  - A minimum cumulative GPA of 2.2
  - Bachelor of Arts only: One year of the same foreign language and a minimum of six 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