BS in Media Studies

Bachelor of Science in Media Studies

General Education Requirements

All Media Studies majors must satisfy the University and the College of Arts and Sciences' 42-hour General Education core requirements, which include ENGL 1100 and the Math proficiency requirement.

A Junior-level writing class is required.

The Cultural Diversity requirements may be satisfied by General Education courses or other lower- or-upper level courses in various departments.

State Government/History graduation requirements may be satisfied by General Education courses or by other lower-or-upper level courses in various departments.

There is no foreign language requirement, but foreign language proficiency is recommended.

Degree Requirements

Media Studies majors must complete 36 hours as part of the degree. At least 24 hours must be taken at UMSL. A core of 21 hours is required.

Required Core Courses for all media studies majors:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1050</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>MEDIA ST 2235</td>
<td>Media Theory</td>
<td>3</td>
</tr>
<tr>
<td>Select at least two of the following introductory courses:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>COMM 1150</td>
<td>Introduction to Public Relations</td>
<td></td>
</tr>
<tr>
<td>MEDIA ST 1070</td>
<td>Introduction To Cinema</td>
<td></td>
</tr>
</tbody>
</table>
### Introduction to Advertising

### Introduction to Broadcasting and Digital Media

Select at least two of the following applied writing courses: 6

**COMM 3358**  
Communication in Public Relations

**COMM 2180**  
Public Relations Writing

**MEDIA ST 2180**  
Introduction to News Writing

**MEDIA ST 2080**  
Advertising Copywriting

**MEDIA ST 2212**  
Broadcast Writing and Reporting

**MEDIA ST 3150**  
Feature Writing

**Capstone**  
3

**MEDIA ST 1198**  
Practicum in Media Studies

- or **MEDIA ST 3500**  
Advanced Advertising Seminar
- or **MEDIA ST 3398**  
Internship In Media Studies
- or **MEDIA ST 4400**  
Senior Project

**Total Hours**  
21

Students must also complete 15 credit hours of electives. Of these, at least six credit hours must be 2000 or higher and another six must be 3000 and higher. Practicum and Internship courses may be repeated for credit and a combined total of six credit hours in Practicum/Internship can be applied to the major. A limit of 20 hours of Practicum/Internship courses will be accepted towards the 120 hour degree. Students may apply up to three of the approved communication courses listed below toward the major as media studies electives.

**COMM 3150**  
Crisis, Disaster, and Risk Communication  
3

**COMM 3330**  
Research Methods in Communication I  
3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3352</td>
<td>Mass Media in Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3355</td>
<td>Dangerous Messages</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3360</td>
<td>Media &amp; Health Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3370</td>
<td>Social Media in Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4100</td>
<td>Communication Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4199</td>
<td>Applied Strategic Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Sign-offs from other departments affected by this proposal:

None

Rationale: Additions are designed to give students a wider range of relevant options for the major’s applied writing and capstone requirement.