

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:

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COMM 1050	Introduction to Mass Communication	3
MEDIA ST 2235	Media Theory	3
Select at least two of the following introductory courses:		6
COMM 1150	Introduction to Public Relations	
MEDIA ST 1070	Introduction To Cinema	

MEDIA ST 1100	Introduction to Advertising	
MEDIA ST 1110	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

COMM 3352	Mass Media in Society	3
COMM 3355	Dangerous Messages	3
COMM 3360	Media & Health Communication	3
COMM 3370	Social Media in Public Relations	3
COMM 4100	Communication Campaigns	3
COMM 4199	Applied Strategic Communication	3

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.