

Media & Communication Studies - B.A.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

Media & Communication Studies bachelor's degree program majors are curious about the production and meaning of media — photographs, film, music, television, video games and social networking sites — and about how audiences respond to what they read, see and hear. Our principles menu includes courses on specific media forms, while our practices menu emphasizes advertising, production, writing and management. Students select courses that complement their intellectual and professional interests, usually by designing focus areas in consultation with faculty advisors.

Upon completion of the program, graduates are expected to:

- Demonstrate knowledge of how the major media industries work in local-global contexts.
- Analyze, interpret and evaluate the aesthetic impressions and expressions of media texts.
- Compare and contrast theories that scholars use to explain the beliefs, attitudes, values, opinions and behaviors of media audiences.
- Assess the political-economic and social-cultural influences among media industries, texts and audiences.
- Integrate primary and secondary sources into well-reasoned arguments.

The program offers a strong liberal arts education and opportunities to study abroad. Media internships serve as springboards for career opportunities in a variety of industries. Additionally, students are well-positioned to pursue graduate degrees in a variety of fields.

Media & Communication Studies

A four-year program leading to the bachelor of arts degree

Major Courses

ASCI4799	College of Arts & Sciences Internship *	4.5
MCST1010	Media, Culture and Society	4.5
MCST1030	History of Media	4.5
MCST2010	Media Industries	4.5
MCST2030	Media Texts	4.5
MCST2050	Media Audiences	4.5
MCST3090	Critical Perspectives on New Media	4.5
MCST4010	Global Media	4.5
MCST4190	Media Research Methods	4.5
MCST4200	Senior Seminar in Media & Communication Studies	4.5

Major Electives - Principles

Choose six of the following: ** 27

ART2010	Introduction to Film	
ART3110	World Cinemas	
HIST2300	History of Globalization	
LAW2001	The Legal Environment of Business I	
MCST2100	Children, Youth and Media	
MCST2200	Television Studies	
MCST2300	American Film	
MCST3050	Media Identities	
MCST3100	Radio, Records and Popular Music	
MCST3200	History of Photography	
MCST4050	Media & Popular Culture	
MCST4100	Media Theory	
MCST4300	Special Topics in Media Studies	
SOC1001	Sociology I	
SOC2010	Sociology of Digital Environments	

Major Electives - Practices

Choose six of the following: ** 27

Marketing & Advertising		
ADVC1010	Marketing Communications	
ADVC1011	Media Strategy	
ADVC1021	Public Relations and Corporate Communications	
ADVC2001	Creative Concepts and Strategy	

ADVC3003	Advertising Campaigns	
ADVC3010	Digital Media Planning	
ENG3016	Advanced Business Communication	
MRKT1001	Principles of Marketing	
MRKT3045	Social Media Marketing	
Media Design & Production		
GDES3050	Basics of Print Design	
Media Writing		
ENG2401	Introduction to Creative Writing	
ENG3030	Introduction to Food Writing	
ENG3050	Introduction to Travel Writing	
ENG3150	Introduction to Fashion Writing	
ENG3300	Literary Editing and Publishing	
MCST1070	Writing for Radio, Television and Film	
MCST2400	Writing for Publication	
MCST2450	Writing in Digital Media	
Media Management		
SEE2030	The Business of the Entertainment Industry	
SEE3045	New Media Literacy in Sports, Entertainment and Event Management	
SEE3060	Concert and Event Production	
SEE3150	Television and Movie Production Management	

Related Professional Studies

CAR0010	Career Management	1
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A&S Core Experience

Communications Foundation Courses		13.5
ENG1020	English Composition	
ENG1021	Advanced Composition and Communication	
ENG1030	Communication Skills	
Integrative Learning		9
Two ILS courses, one at the 2000 level, one at the 4000 level		
Arts and Humanities		9
Two courses from different disciplines: ART, HIST, HUM±, LIT, PHIL, or REL		
Mathematics		9
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
One MATH-designated course		
Science		4.5
One course from BIO^, CHM±, PHY* or SCI		
Social Sciences		9
Two courses from different disciplines: ANTH°, ECON, LEAD, PSCL, PSYC, or SOC		
A&S Electives		9
Two courses with an EASC attribute, at least one at 3000 level or higher.		
Free Electives #		18
18 credits selected from 1000-4999 numbered offerings within the university		
Total Credits		181.0

* Students may use up to 9.0 free elective credits as additional internship credits.

** Students are responsible for meeting prerequisites.

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

In addition to classes, free elective credit can be applied to a number of options such as Directed Experiential Education (DEE), Internship, Minor or Study Abroad. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact an adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must

fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.