

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

ANTH1050	Cultural Anthropology	
ART2010	Introduction to Film	
ART2030	Music Appreciation	
ART3020	Art History	
ART3110	World Cinemas	
HIST2300	History of Globalization	
LAW2001	The Legal Environment of Business I	
LAW3080	Cyberlaw	
LAW3092	Sports, Entertainment and Event Management Law	
MCST2100	Children, Youth and Media	
MCST2200	Television Studies	
MCST2300	American Film	
MCST3050	Media Identities	
MCST3100	Radio, Records and Popular Music	
MCST3200	History of Photography	
MCST3300	Hip-Hop Culture	
MCST4050	Media & Popular Culture	
MCST4100	Media Theory	
MCST4300	Special Topics in Media Studies	
PSCI2050	Political Communications	
PSCI2200	Race, Politics and Power in America	
PSCI3200	Women in American Political Life	

PSCI3350	Political Parties, Social Movements and Interest Groups
SOC1001	Sociology I
SOC2010	Sociology of Digital Environments
SOC3100	Sociology of Race and Ethnicity
SOC3300	Gender in Global Perspective
SOC3400	Producing Culture, Societies and Selves: The Sociology of Culture in Global Perspective

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	
GDES1030	Principles of Composition & Design
GDES1040	Screen Design & Coding I
GDES1050	Imaging for Digital Media
GDES1060	User Experience and Content Design I
GDES2000	Typography
GDES2020	Motion Graphics I
GDES2025	Basics of Screen Design & Coding
GDES2050	Content Management Systems
GDES3050	Basics of Print Design
GDES3140	Motion Graphics II
GDES3300	Digital Video I
GDES3310	Digital Video II
MCST1150	Introduction to Media Production
MCST1210	Foundations of Digital Photography
MCST2500	Digital Journalism
MCST2600	Narrative Filmmaking
MCST2650	Sound Production
SMW1001	Introduction to Digital/Social/Mobile Media
Media Writing	
ENG2030	Introduction to Newswriting
ENG2401	Introduction to Creative Writing
ENG3030	Introduction to Food Writing
ENG3050	Introduction to Travel Writing
ENG3130	Introduction to Sports Writing
ENG3150	Introduction to Fashion Writing
ENG3300	Literary Editing and Publishing
ENG3402	Intermediate Creative Writing
ENG3601	Intermediate Nonfiction Writing
ENG4403	Advanced Creative Writing Workshop
ENG4602	Advanced Nonfiction Writing Workshop
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
SEE2120	Introduction to the Music 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

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, PSCI, PSYC, or SOC	
A&S Electives	9
Two courses with an EASC attribute, at least one at 3000 level or higher.	
Free Electives #	
18 credits selected from 1000-4999 numbered offerings within the university	18
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.