Program: Mass Communication
Major: Mass Communication - Professional Media
Degree: Bachelor of Arts (B.A.)

University Core (Total Listed 42-44)

Specific courses within the University Core are listed on pages 91-92.

- Courses from the major may apply to the areas marked in the
University Core.

Written and Oral Communication .................................................... 9
Quantitative Reasoning/Scientific Method ....................................... 10-11
Math ................................................................. 3
Life Science .......................................................... 4
Physical Science ........................................................................... 3-4

Critical Inquiry and Aesthetic Analysis ........................................... 6
Aesthetic Analysis ................................................................. 3
Critical Inquiry ........................................................................ 3

Major Requirements

Mass Communication - Professional Media .................................. 45-53

Required Courses ......................................................................... 33
MCOM 1103 Intro to Mass Communication
MCOM 1133 Media Writing
MCOM 2013 Broadcast Audio Production
MCOM 2203 Video News I AND MCOM 2203L Video News I Lab
MCOM 2443 Basic Video Production AND MCOM 2443L Basic Video Production Lab
MCOM 2511 Television Station Participation
MCOM 3243 Video Field Production
MCOM 3263 Radio and Television Writing
MCOM 3323 Mass Media Effects on Society
MCOM 4423 Media Ethics
MCOM 4563 Media Law
MCOM 4950 Internship in Mass Communication (2 hours)

Professional Preparation ................................................................. 6
Select either:
MCOM 3403 Corporate Video Production
MCOM 4153 Advanced Video Production AND MCOM 4153L Advanced Video Production Lab
OR
MCOM 3033 Video News II AND MCOM 3033L Video News II Lab
MCOM 4253 Broadcast News III AND MCOM 4253L Broadcast News III Lab
MCOM 4253L Broadcast News III Lab
MCOM 4153L Advanced Video Production Lab

Professional Media Elective Courses ................................................ 6
+ Select from the following:
MCOM 2172 Sports Announcing
MCOM 2501 Radio Station Participation
MCOM 2511 Television Station Participation
MCOM 2523 Sportscasting
MCOM 2643 Non-Linear Editing
MCOM 3033 Video News II AND MCOM 3033L Video News II Lab
MCOM 3403 Corporate Video Production

American Historical and Political Analysis .................................... 6
American National Government ................................................... 3
American History ........................................................................ 3

Cultural and Language Analysis .................................................... 3-4
- Second Language ...................................................................... 4
OR
Cultural Analysis ........................................................................ 3

Social and Behavioral Analysis ..................................................... 3

Life Skills ..................................................................................... 5
Required Health Course .............................................................. 2
Elective Life Skills ...................................................................... 3

Minimum Required Hours

American Historical and Political Analysis .................................... 6
American National Government ................................................... 3
American History ........................................................................ 3
Cultural and Language Analysis .................................................... 3-4
- Second Language ...................................................................... 4
OR
Cultural Analysis ........................................................................ 3
Social and Behavioral Analysis ..................................................... 3
Life Skills ..................................................................................... 5
Required Health Course .............................................................. 2
Elective Life Skills ...................................................................... 3

Mass Communication Elective Courses

To encourage a convergence of knowledge, skills, and opportunities among Mass Communication majors additional MCOM electives may be selected from the following courses or from the Broadcasting elective courses listed above.

MCOM 1123 Basic Photography
MCOM 1143 News Reporting
MCOM 2063 Introduction to Brand Communication/Advertising
MCOM 2053 Introduction to Human Communications
MCOM 2153 Introduction to Organizational Communication
MCOM 2193 Principles of Public Relations
Any MCOM course

+ Courses completed in fulfillment for Professional Preparation area can be used to satisfy the elective area.

Modern Language Requirement .................................................... 0-8

All students completing a B.A. in Mass Communication - Professional Media shall complete the first two semesters of a second language. Students may alternatively fulfill the language requirement by proof of academic work in the second language (CLEP test through LANG 1224), four years of high school language courses, or transfer work from another institution.

- CONTINUED ON NEXT PAGE -
Program: Mass Communication - continued  
Major: Mass Communication - Professional Media  
Degree: Bachelor of Arts (B.A.)

Minimum Required Hours

- CONTINUED FROM PREVIOUS PAGE -

Electives to bring total to............................. 124

Minimum Grade Requirements

1. Average in all college course work and course work at UCO ..................................................... 2.00
2. Average in major courses ........................................ 2.50

For other regulations pertaining to graduation, see pages 63-64 of the 2012-2013 catalog.