

MEDIA COMMUNICATION: STRATEGIC COMMUNICATION CONCENTRATION, BACHELOR OF SCIENCE

Student Learning Outcomes

(Based on Department Goal 1: Offer a marketable and professionally credible program.)

1. Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media and related disciplines.
2. Students will write with clarity and organization utilizing the proper format, writing mechanics and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline.
3. Students will demonstrate technological expertise related to the specific concentration area that is professionally competitive for an entry-level position in their discipline.
4. Students will demonstrate command of subject, organization of thoughts, and skill at interpersonal communication in front of an audience.

Outcomes Assessment Activities

Student success is measured through a variety of methods that include classroom writing samples, portfolios of student work, professional internship evaluations, exit interviews, student employment upon graduation, and alumni feedback.

Each graduating senior creates an academic portfolio of all salient work or projects completed while in the department. Department faculty review and evaluate a selection of portfolios to assess student learning.

The Mass Communications Department and Center for New Media requires that the academic portfolio demonstrate a pattern of sustained academic growth and development of the major and minor, appropriate to the student's concentration area.

The academic portfolio should reflect the quality and level of intellectual and scholarly work undertaken by the student while in the department, relative to the qualitative, quantitative, ethical, legal and aesthetic dimensions of the field. The appropriateness of the content is dictated by the student's concentration area and is prescribed by the individual's advisor.

Specific Program Requirements

- Majors are required to complete a 50 credit curriculum which includes:
 - 18 credit Core
 - 12 credit concentration area
 - 9 credits of Applied coursework
 - 11 credits of ARC coursework
- Successful Media Communication majors will demonstrate sufficient knowledge, comprehension and analytical skills by the ability to evaluate specific communication events in the proper context of their concentration area.

- Students majoring in Media Communication must achieve a C grade or better in all MC courses, both required and elective, to be eligible for graduation. Students who earn below a C in MC courses will be required to repeat them to achieve the 2.0 requirement for graduation in the major.
- Each faculty member will keep, in the department's central file, a set of course outlines or syllabi that list the objectives and skills achieved during the term. This central pool of materials describes the detailed expectations and accountability elements for the MC major on a course-by-course basis.
- Consistent with general CSU Pueblo policy, no student enrolled in MC courses may accumulate unexcused absences, or arrive late for scheduled classes without faculty consultation.
- The Media Communication department believes that grades are valid quantitative indicators of student performance. Students' GPAs in the major or minor will be used by concentration area advisors for both formative and summary evaluations of majors and minors.
- While it is necessary for Media Communication majors and minors to meet the minimum GPA standards set by the department and the University, it is expected that graduates will exceed these standards.
- MC 101 MEDIA AND SOCIETY (3.0 c.h.), does not fulfill a social science general education requirement for Media Communication majors.

Course	Title	Credits
MC Courses		
MC 317	ADVERTISING STRATEGIES	3.0
MC 321	CRISIS COMMUNICATION	3.0
MC 422	PUBLIC RELATIONS STRATEGIES	3.0
MC 430	STRATEGIC COMMUNICATION CAMPAIGNS	3.0
Electives		
Select 9 credits		9
Total Credits		21

MC Applied Electives

Course	Title	Credits
MC 211	DIGITAL PUBLISHING	3
MC 222	BROADCAST NEWS WRITING	3.0
MC 232	WEBSITE DESIGN	3.0
MC 233	SCRIPT WRITING	3.0
MC 350	ADVANCED MEDIA LAB	3
MC 432	VIDEO DOCUMENTARY	3.0
MC 490	SPECIAL PROJECTS (credits vary)	1-3
MC 494	FIELD EXPERIENCE (credits vary)	3-9
MUS 110	MUSIC AND AUDIO PRODUCTION I	2
ART 274	DIGITAL ART I	3
ART 276	PHOTOGRAPHY: CREATIVE LIGHTING	3
ART 374	DIGITAL ARTS: TIME BASED MEDIA	3
ENG 305	TECHNICAL AND SCIENTIFIC REPORT WRITING	3

Note: Prerequisites may exist with some courses and Media Lab is required of all majors.

Co-curricular Requirements

The thrust of the Media Communication program is pragmatic; therefore, all majors must enroll in a minimum of one 3 credit lab. Faculty have discretion in curriculum, programming and enrollment of all media labs.

- TODAY online newspaper and print magazine (print and online editorial, photography, audio/video, advertising)
- KTSC-FM on-campus radio station (studio and field broadcasts, podcasting, sports broadcasting, programming, social media, promotions)
- RMPM media production

Students may earn a maximum of 9 credits in media labs.

Students desiring internships must have a 3.0 grade point average in their Media Communication courses. Internships are not required, are most often reserved for majors, and are at the discretion of the faculty advisor. Students may earn a maximum of 9 hours of internship credit.

School of Creativity + Practice

The School of Creativity + Practice at Colorado State University Pueblo exists to enrich the lives of our students and the community through exposure to creative industries across multiple disciplines in an environment of integrated studies.

World class training in specialized areas of study empowers our students to move beyond the classroom and studio toward professional exhibitions, performances and presentations. Developing students into a community of highly skilled creative professionals is our mission, our vision and our passion.

INTEGRATED STUDIES

ART, RESEARCH and CREATIVITY (ARC) courses are immersive, team taught, integrated and trans-formative learning experiences that target elements in multiple areas of study. The School of Creativity + Practice, has designed these courses to establish a foundation from which to grow. Students will be exposed to a variety of concepts, ideas and frameworks that are fundamental to careers in creative industries.

ARC 110 introduces all SoCaP students to the concepts of Integrated Studies. It has been designed to build literacy across disciplines using sound principles; developing students toward a meaningful and significant discovery of their own creative voice.

THE AGENCY

School of Creativity and Practice: The Agency is an organization of faculty mentored students from multiple disciplines engaged in creative industry practice working directly with the community, non-profits, small business and civic groups.

All Media Communication majors are required to complete an 11 credit hour integrated studies set of curriculum.

Art, Research and Creativity (ARC)

Course	Title	Credits
ARC 110	INTEGRATED STUDIES	3
ARC 174	FUNDAMENTALS OF DIGITAL MEDIA	3
ARC 210	DESIGN FRAMEWORKS	3
ARC 310	CRITICAL FUNDAMENTAL SKILLS REVIEW	1

ARC 410	SENIOR CAPSTONE PRESENTATION	1
Total Credits		11

Specific Core Requirements

Course	Title	Credits
MC 101	MEDIA AND SOCIETY	3.0
MC 215	MEDIA WRITING & STORYTELLING	3.0
MC 245	PRINCIPLES OF AUDIO & VIDEO PRODUCTION	3.0
MC 338	MEDIA & DIVERSE CULTURES	3.0
MC 411	MEDIA LAW AND ETHICS	3.0
MC 493	SEMINAR	3.0
Total Credits		18

Planning Sheet

Disclaimer: The Planning Sheet is designed as a guide for student's planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

Note: In addition to requirements for the major and general education, students must complete either:

1. Any minor degree program listed in the catalog other than their major; or
2. 18 credit hours outside of the major.

Students may not use the same credits to satisfy requirements for both major and minor degrees, or use credits taken to satisfy general education requirements.

Course	Title	Credits
Year 1		
Fall		
MC 101	Media and Society (GT-SS3)	3
ARC 110	Integrated Studies (Art, Research, Creativity)	3
ARC 174	Fundamentals of Digital Media	3
COMR 103	Speaking and Listening	3
ENG 101	Rhetoric & Writing I (GT-CO1)	3
Credits		15
Spring		
MC 215	Media Writing & Storytelling	3
COMR 204	Introduction to Rhetoric	3
ENG 102	Rhetoric & Writing II (GT-CO2)	3
MATH 156	Introduction to Statistics (GT-MA1)	3
EPER 162	Personal Health	3
EPER 162L	Personal Health Lab	1
Credits		16
Year 2		
Fall		
MC 245	Principles of Audio & Video Production	3
ART 100	Visual Dynamics (GT-AH1)	3
MUS 118	Music Appreciation (GT-AH1)	3
HIST 136	The Southwest United States (GT-HI1)	3
PHYS 110	Astronomy (GT-SC2)	3
PHYS 110L	Astronomy Lab (GT-SC1)	1
Credits		16

Spring

MC 211	Digital Publishing	3
MC 232	Website Design	3
MC 321	Crisis Communication	3
PSYC 100	General Psychology (GT-SS3)	3
SOC 101	Introduction to Sociology (GT-SS3)	3
	Credits	15

Year 3**Fall**

MC 317	Advertising Strategies	3
MC 430	Strategic Communications Campaigns	3
ART 274	Digital Art I	3
COMR 312	Persuasion	3
MKTG 340	Principles of Marketing	3
	Credits	15

Spring

MC 338	Media & Diverse Cultures	3
MC 411	Media Law and Ethics	3
MC 422	Public Relations Strategies	3
ARC 310	Critical Fundamental Skills Review	1
COMR 335	Gender and Communication	3
ENG 376	User Experience Design	3
	Credits	16

Year 4**Fall**

MC 350	Advanced Media Lab (Variable. Majors required to complete 3 credit hours of MC 350 Advanced Media Lab.)	2
ARC 410	Senior Capstone Presentation	1
ENG 377	Usability and User Experience	3
MKTG 342	Promotional Strategy	3
MKTG 348	Consumer Behavior	3
	Credits	12

Spring

MC 493	Seminar	3
MC 494	Field Experience	3
COMR 350	Communicating in Professions	3
COMR 493	Seminar	3
MKTG 410	Social Media and E-Marketing	3
	Credits	15
	Total Credits	120