**MEDIA COMMUNICATION DEPARTMENT**

The Media Communication Department supports the mission of the University by offering an applied major that integrates technological innovation with a traditional humanities and social sciences curriculum. Students are prepared for careers in the media and related disciplines while also being given the ethical and aesthetic foundations to make those careers meaningful.

The 50 credit major in Media Communication leads to the degrees of Bachelor of Arts (BA) and Bachelor of Science (BS). Candidates for the Bachelor of Arts degree must satisfy the world language requirement while candidates for the Bachelor of Science degree must complete MATH 156 Introduction to Statistics (3 c.h.). A degree in Media Communication leads to careers in multimedia journalism, reporting and editing for news, features and sports; advertising copywriting, design and sales; broadcasting, digital video and audio production for radio, television, and the Internet; interactive multi-media application for the Internet; and strategic communication for government, non-profit, and business.

An 18 credit core is the foundation of the major with emphasis areas that require 12 additional credit hours, applied coursework that requires 9 additional credit hours, plus 11 credit hours of Art, Research, and Creativity coursework.

The TODAY online news website and magazine are published as laboratory tools of the Media Communication Department to serve the students, faculty and staff of CSU Pueblo in addition to the Pueblo community. Editorial and management positions are awarded each semester after review of all applications from qualified students. The newspaper is funded through advertising revenue. The newspaper’s advisor is a member of the Media Communication faculty. Prerequisites: MC 215: Media Writing & Storytelling and declared major or minor in Media Communication.

KTSC-FM is licensed to CSU Pueblo as an educational radio station by the Federal Communications Commission. Operated by the Media Communication Department, the 8,000-watt station serves the surrounding region. Advanced Media Communication students are involved in daily programming, production, and news. Prerequisites: MC 101: Media & Society and MC 140: Radio Station Operation and declared major or minor in Media Communication.

Media Communication majors have access to Rocky Mountain Public Media. This opportunity provides laboratory training for our digital media students. Prerequisites: MC 101 Media and Society (3 c.h.) and MC 245 Fundamentals of Audio and Video Production (3 c.h.) and declared major or minor in Media Communication.

**Department Mission**

The mission of the Media Communication Department is to offer a pragmatic and professionally oriented program designed to prepare majors for successful careers in the media and related areas and to prepare students for graduate study.

**Department Goals**

1. Offer a marketable and professionally credible program.
   - Provide a comprehensive foundation of media-oriented theory and practice.
   - Emphasize writing as strategic and professional communication.
   - Emphasize personal ethics and professional ethics codes.
   - Ensure curriculum meets standards of the professions represented.

2. Provide a student-centered experience for learning and advising.
   - Create a proactive student-faculty advising experience.
   - Create a collaborative department culture.
   - Recognize student accomplishments and outstanding performance.

3. Create an applied learning environment with cutting-edge technology.
   - Provide media laboratory opportunities for all Media Communication majors.
   - Offer a full range of internships at the junior and senior level.
   - Provide technology for pedagogical and professional purposes.
   - Create course content that is interactive, applied, and project-oriented.

4. Maintain a reputation for excellence.
   - Maintain alumni relationships through an online database, guest speakers, and professional networking.
   - Conduct graduating senior surveys every semester and alum surveys every five years.
   - Serve as mentors and role models for current students and alumni.

**Academic Programs**

- **Media Communication, Bachelor of Arts: Digital Media Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-ba-digital-media-emphasis/)
- **Media Communication, Bachelor of Arts: Multimedia Journalism Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-ba-multimedia-journalism-emphasis/)
- **Media Communication, Bachelor of Arts: Strategic Communication Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-ba-strategic-communication-emphasis/)
- **Media Communication, Bachelor of Science: Digital Media Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-bs-digital-media-emphasis/)
- **Media Communication, Bachelor of Science: Multimedia Journalism Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-bs-multimedia-journalism-emphasis/)
- **Media Communication, Bachelor of Science: Strategic Communication Emphasis** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-bs-strategic-communication-emphasis/)
- **Media Communication, Minor** (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-communication/media-communication-minor/)