MEDIA COMMUNICATION (MC)

A grade of C or better is required for prerequisite courses.

MC 101 Media and Society 3(3-0)
Survey course that examines the historical, sociological, economic, technological, and ethical foundations of mediated communication from a social scientific perspective. (F, S, SS) (Gen Ed: SS, GT-SS3)

MC 140 Radio Station Operation 1(1-0)
An introduction to radio station operation. Students gain practical experience operating KTSC 89.5, Colorado State University-Pueblo’s 8,000 watt radio station. Prerequisite: MC 101. (F, S)

MC 211 Digital Publishing 3(1-4)
Introduction to publishing and design principles on a desktop computing environment, preparing students for publication design and editing careers. (F, S, SS)

MC 215 Media Writing & Storytelling (3.0 V)
Instruction in fundamental and ethical principles of storytelling and writing across media communication platforms including journalism, strategic communication, broadcasting and digital design/production. Prerequisite: MC 101 (F/S)

MC 222 Broadcast News Writing 3(3-0)
Preparation of copy for radio/television news reports, interviews and commentary. (AN)

MC 232 Website Design 3(2-2)
Introduction to the creation and design of WWW pages, software applications, protocols and standards for implementing and managing WWW sites. (F, S, SS)

MC 233 Script Writing 3(2-2)
Techniques, styles, formats, treatments, outlines, and scenarios for script forms used in the electronic media are covered with emphasis upon preparing scripts for production. (S)

MC 235 (WS 235) Women and Media 3(3-0)
The historical and cultural implications of the mass media's portrayal of women and the extent of their media participation from colonial to contemporary times. (AN)

MC 245 Principles of Audio & Video Production 3(3-0)
Concepts, skills, and technology needed for recording and production of digital audio and video communication. Prerequisite: MC 101 (F/S, SS, E, O)

MC 251 Sports Writing and Statistics 3(2-3)
Study and practical application of sports writing and statistics; emphasis on press box experience at intercollegiate athletic events. Prerequisite: MC 201. (AN)

MC 301 Editorial Writing 3(3-0)
Study of editorial page management and policy, with emphasis on preparation of editorials, columns and critical reviews. Prerequisite: MC 201. (AN)

MC 302 Advertising Copywriting 3(3-0)
Copy writing essentials and formats for print, broadcast and direct mail advertising. Emphasis on developing writing techniques for practical application in both retail and product advertising. Prerequisite: MC 210 and MC 211. (F)

MC 305 News Reporting & Feature Writing 3(3-0)
Course covers the principles and practices, skills, and ethics of preparing editorials, personal columns, critical reviews, and letters to the editor. Prerequisite: MC 215 (S)

MC 310 Opinion & Editorial Writing (3.0 V)
Course covers the principles and practices, skills and ethics of preparing editorials, personal columns, critical reviews, and letters to the editor. Prerequisite: MC 215 (F)

MC 312 Media Editing & Infographics 3(3-0)
Instruction in editing across media communication platforms, including copy editing, headline writing and utilizing infographics to supplement the presentation of facts. Prerequisite: MC 215 (S)

MC 317 Advertising Strategies 3(3-0)
Seminar emphasizing tactics and strategies of advertising planning, utilizing media techniques, marketing posture and creative media buying. Prerequisite: MC 215 (S)

MC 318 Media Regulation 3(3-0)
A review of electronic media regulation (broadcast, cable, satellite, and new media)?Çô emphasis on the Code of Federal Regulations: Telecommunication Broadcast Rules 47 CRF Parts 0-19 & 70-79. Prerequisite: MC 215 (F)

MC 320 Media Operations 3(3-0)
An advanced study of broadcast, cable, and web programming?Çô emphasis on programming resources and constraints, broadcast television-scheduling strategies, cable/satellite/online practices and tactics, and radio programming. Prerequisite: MC 101 and 215 (F)

MC 321 Crisis Communication 3(3-0)
This course focuses on corporate crisis and issues management. Emphasis is placed on practical application of crisis communications theory and real-life case studies. Prerequisite: MC 215 (S)

MC 330 (WS 330) Gender and Film 3(3-0)
A discussion course which examines gender roles in theatrical and documentary film while considering the perspective of producers, actors and spectators and salient film theories. Prerequisite: Upper division standing in MC or Women’s Studies. (AN)

MC 332 Advanced Web Design and Development 3(2-2)
Study and implementation of advanced concepts in web design focused on a client-based curriculum that includes graphic design, usability and accessibility, design and architecture. Prerequisites: MC 232 or permission of instructor. (F/S, SS, E, O, AN)

MC 333 U2: Mediated Discourse & Invention 3(3-0)
A survey of the history, background, influence, work, and music of U2, coupled with the opportunity to examine the band’s mediated communication efforts and creativity. Prerequisite: MC 101 (S)

MC 336 Interactive & Social Media 3(3-0)
This course presents an overview of interactive media systems and issues related to interactive media production and consumption. Prerequisite: MC 215 (S)

MC 338 Media & Diverse Cultures 3(3-0)
This course is a discussion of major stakeholders and global activities involved in trans-border communication. This class also provides an introduction to communication between people from different cultures. Prerequisite: MC 215 (SS)

MC 350 Advanced Media Lab (2-3 V)
Advanced laboratory courses for media that include the TODAY online and print news operation, advertising, KTSC-FM radio, and KTSC-RMPBS television production. Prerequisite: MC major or minor and junior or senior standing, or permission of instructor. (F, S, SS) Repeatable (9).
**MC 370 Non-profit Organizations and Communication  3(3-0)**
A seminar course using cooperative teaching that integrates theory and practice to examine the basic elements of nonprofit organizations from economic, political, and social perspectives. Prerequisite: Sophomore standing. (S)

**MC 411 Media Law and Ethics  3(3-0)**
Ethical and legal factors of mass communications related to the structure and substance of laws at federal, state and local levels, including freedoms, restraints and contemporary issues. Prerequisite: Junior or senior standing. (F, S)

**MC 415 Theories of Mass Communication  3(3-0)**
Application of information theories to mass communication problems. Nature of the communication process in groups and between mass media and audiences. Contribution of theoretical concepts to solving specific problems. Prerequisite: Senior standing or permission of instructor. (AN)

**MC 422 Public Relations Strategies  3(3-0)**
A specialized course in persuasive writing techniques in different formats. Emphasis is on print and electronic news releases, public service announcements, brochures, news-letters, speeches, and proclamations. Prerequisite: MC 215 (F)

**MC 425 Media Research  3(3-0)**
Research methods to define and describe various publics contained within the mass audience. Emphasis on sampling, survey methods, data collection and analysis. Prerequisite: MC 215 (F,S,SS,E,O,AN)

**MC 430 Strategic Communications Campaigns  3(3-0)**
The course examines the organization, structure, components and preparation of an integrated communication campaign focusing on advertising, public relations, sales promotion and direct response. Prerequisite: MC 215 (F)

**MC 432 Video Documentary  3(2-2)**
Advanced production course about non-fiction formats. The course combines theory, history, and production aesthetics specific to television documentary with opportunity to produce a TV documentary. Prerequisite: MC 245. (AN)

**MC 445 Reporting Public Affairs  3(3-0)**
Instruction in reporting on public affairs issues utilizing data journalism and ethical journalistic practices. Prerequisite: MC 305 (S)

**MC 490 Special Projects  (1-3 V)**
Individualized instruction within a special interest area, under supervision of a member of the department. Prerequisite: Junior or senior standing, or permission of instructor. (F, S, SS) Repeatable (6).

**MC 491 Special Topics  (1-3 V)**
Special Topics. Prerequisite: Junior or senior standing, or permission of instructor. (F, S, SS) Repeatable (99).

**MC 493 Seminar  3(3-0)**
Seminar devoted to special problems in mass media; emphasis on interrelationships of media, understanding media, and the role of criticism. Prerequisite: Senior standing. (F,S)

**MC 494 Field Experience  3-9 V)**
A semester-long internship. Student performs the professional duties required by the cooperating commercial mass medium, business or public service agency. Prerequisite: Junior or senior standing and minimum of 30 hours in major, or permission of program chair and 3.0 major GPA. (F, S, SS) Repeatable (9).