UNIVERSITY OF GUELPH HUMBER

Program Information & Planning Sheet

Media and Communication Studies

2023 – 2024

Frequently Asked Questions

What courses do I need to complete in order to graduate?
Students must complete **20 credits** in order to be eligible to graduate. This includes **12.0 Core Media and Communications Studies credits; 0.5 Restricted Elective credit; 6.0 Specialization credits and 1.5 General Elective credits**. Most courses in the Media Studies program have a credit value of 0.5, unless otherwise noted.

What General Electives should I take?
Choose your general electives in subjects that interest you, from the published *Electives* list.

Can I take a Media Studies course as an elective?
No. General Electives are designed to give students depth and breadth in their studies and provide an opportunity to take courses with University of Guelph-Humber students in other programs.

Am I required to take my electives at the University of Guelph-Humber?
Letters of Permission may be available in order for you to take General Electives at another university. Please see your Academic Advisor for further information.

What is the Thesis option?
Students can choose to complete a Thesis. This is a good option for students who wish to apply to graduate programs or wish to gain experience conducting research. Students wishing to take MDST*4410 Thesis I must meet the following prerequisites: 14.0 CR., 75% cumulative average, MDST*3190 and receive Program Head approval. Students wishing to take MDST*4520 Thesis II must meet the following prerequisite: MDST*4410 and receive Program Head approval. Students are to submit an *Undergraduate Course Request Form* to their Academic Advisor to request permission to take the Thesis course (www.guelphhumber.ca/advising/forms)

Is there a workplace experience integrated in the Media Studies Program?
Yes. With the successful completion of 14.0 credits, you will be eligible to register for the internship course and complete a **240-hour workplace internship**, learning side-by-side with industry experts. Students are encouraged to choose an internship that is closely related to their career goals. Throughout the internship, students are also required to complete online course assignments and projects.

I am a transfer student. How do I know which courses to select?
Transfer Students should use this document in collaboration with their *Official Transfer Credit Assessment* to determine which courses they have been granted and which courses they need to register for. Transfer students should meet with their Academic Advisor to confirm the schedule they have developed in advance of the course selection dates.

Where can I go for more information?

- Visit your Academic Advisor in GH 108 during office hours. Call 416.798.1331 ext. 6288 to speak with the front desk staff or contact advisors@guelphhumber.ca Use our online booking system at www.guelphhumber.ca/advising/advisors
- Visit the Learning Support Peers (LSPs) in the Learning Commons Area throughout the Fall and Winter semesters. You can also email the LSPs at lsp@guelphhumber.ca

NOTE: This program plan has been designed to assist you with course selection and program planning. In the case of any discrepancies between this document and the approved Schedule of Studies, the Schedule of Studies (as found in the Academic Calendar at www.guelphhumber.ca) will serve as the official record.

SEMESTER	COURSE CODE	COURSE TITLE	PREREQUISITES	CREDIT
FALL '23 Semester 1	MDST*1020	Introduction to Communication Theory & Mass Media		0.5
	MDST*1090	Organizational Behaviour & Teamwork		0.5
	MDST*1100	Introduction to Journalism & Digital Storytelling		0.5
	MDST*1040	Writing & Research for Media and Communications Studies I		0.5
	Various	**General Elective**		0.5
WINTER '24 Semester 2	AHSS*1080	Ethical Issues in Media		0.5
	MDST*2020	Freedom, Rights and Media		0.5
	MDST*1200	Introduction to Marketing & Public Relations		0.5
	MDST*1000 ***OR** AHSS*2130	Introduction to Media Management	MDST 1020, MDST 1100	0.5
		Subcultures in Mainstream Media	2.0 CR	
	Various	**General Elective**		0.5
FALL '24 Semester 3	MDST*2080	Writing & Research for Media and Communications Studies II	2.00 CR; (1 of MDST 1080, MDST1100, MDST1200), (AHSS 1210 or MDST1040)	0.5
	MDST*2090	Social Media Issues & Perspectives	MDST 1020, AHSS 1080	0.5
	MDST*2150	Data & the Information Society	2.0 CR	0.5
	MDST*1300	Media Production Toolkit	2.0 CR	0.5
	Various	**General Elective**		0.5
WINTER '25 Semester 4	AHSS*2020	Presentations and Persuasion	MDST 1020	0.5
	MDST*2110	Transmedia Storytelling	(AHSS 1210 or MDST 1040), (MDST 1050 or MDST 2080), MDST 1100, MDST 1200	0.5
	MULTIMEDIA JOURNALISM:			
	MDST*1070	Photography	MDST 1300	0.5
	MDST*1030	Visual Communication & Design		0.5
	MDST*2180	Web Design	MDST 1300	0.5
	DIGITAL MARKETING & SOCIAL MEDIA:			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5

	MDST*2070	Digital Graphic Design I	MDST 1030	0.5
	MDST*1030	Visual Communication & Design		0.5

Semester 4 (cont'd)	**VISUAL COMMUNICATION:**			
	MDST*1070	Photography	MDST 1300	0.5
	MDST*2070	Digital Graphic Design I	MDST 1030	0.5
	MDST*1030	Visual Communication & Design		0.5
	MEDIA BUSINESS & MANAGEMENT + MEDIA MANAGEMENT & ANALYTICS:			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5
	BADM*2030	Advertising in Business	5.0 CR, BADM*1040 or MDST*1200	0.5
	MDST*2180	Web Design	MDST*1300	0.5
	PUBLIC RELATIONS:			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5
	MDST*1030	Visual Communication & Design		0.5
	MDST*2180	Web Design	MDST*1300	0.5
FALL '25 Semester 5	AHSS*3220	Law and the Media	9.0 CR	0.5
	MULTIMEDIA JOURNALISM:			
	MDST*2000	News & Information Gathering	9.0 CR (MDST 2080 OR MDST1050); (MDST1080 or MDST1100)	0.5
	MDST*2030	News Writing & Editing I	9.0 CR, AHSS 1090, MDST 1030, MDST 2110	0.5
	MDST*3180	Audio Storytelling	9.0 CR, AHSS 1080, MDST 2110	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	DIGITAL MARKETING & SOCIAL MEDIA:			
	MDST*3340	Analytics for Marketing & Communications	9.0 CR, MDST 1090, MDST 2150	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	MDST*2180	Web Design	MDST*1300	0.5
	MDST*2040 ***OR** MDST*3180	Media Relations	9.0 CR; MDST 1090, MDST 2090, MDST 2110	0.5
		Audio Storytelling	9.0 CR, AHSS 1080, MDST*2110	
	VISUAL COMMUNICATION:			
	MDST*2510	Studio Lighting Fundamentals	9.0 CR; MDST 1070	0.5

	MDST*2210	Image Processing: Capture & Manipulation	9.0 CR, MDST 1070	0.5
	MDST*3210	Video Production I	9.0 CR, MDST 2110, MDST 1090	0.5
	MDST*3120	Digital Graphic Design II	9.0 CR; MDST 2070	0.5
	MEDIA BUSINESS & MANAGEMENT + MEDIA MANAGEMENT & ANALYTICS:			
Semester 5 (cont'd)	MDST*3340	Analytics for Marketing & Communications	9.0 CR, MDST 1090, MDST 2150	0.5
	MDST*3240	Crisis Communications & Reputation Management	9.0 CR, MDST 1200	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	BADM*2020	Consumer Behaviour	BADM*1040 or MDST*1200	0.5
	PUBLIC RELATIONS:			
	MDST*2040	Media Relations	9.0 CR; MDST 1090, MDST 2090, MDST 2110	0.5
	MDST*3080	Writing for Public Relations	9.0 CR; MDST 2090, MDST 2110	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	MDST*3240	Crisis Communications & Reputation Management	9.0 CR, MDST 1200	0.5
WINTER '26 Semester 6	MDST*3390	Public Practice	9.0 CR; AHSS 2020	0.5
	MDST*3040 **OR** AHSS*2130	Power, Culture & the Individual	4.0 CR	0.5
		Subcultures in Mainstream Media	2.0 CR	
	MDST*3190 **OR** MDST*3500	Advanced Research for Media & Communications Studies ***Required course for Thesis I & II***	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	0.5
		Project Management for Media and Communications	9.0 CR	
	MULTIMEDIA JOURNALISM:			
	MDST*2050	News Writing & Editing II	MDST 2000, MDST 2030	0.5
	MDST*3380	Photojournalism	MDST1070, MDST1030, (MDST 1080 or MDST 1100)	0.5
	DIGITAL MARKETING & SOCIAL MEDIA:			
	MDST*3400	SEO Perspectives	9.0 CR	0.5
	MDST*3460	Advanced Analytics for Marketing & Communications	9.0 CR, MDST 3340	0.5
	VISUAL COMMUNICATION:			
	MDST*3110	Location Photography	MDST 2510; MDST 2210	0.5
	MDST*4170	Video Production II	MDST 3210	0.5

	MEDIA BUSINESS & MANAGEMENT + MEDIA MANAGEMENT & ANALYTICS:			
	MDST*3030	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 1050 or MDST 2080)	0.5
	MDST*3460	Advanced Analytics for Marketing & Communications	9.0 CR, MDST 3340	0.5
	PUBLIC RELATIONS:			

Semester 6 (cont'd)	MDST*3030	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 1050 or MDST 2080)	0.5
	MDST*3400	SEO Perspectives	9.0 CR	0.5
FALL '26 Semester 7	MDST*4010	Media and Communication Studies Internship	14.0 CR, MDST*3390	1.5
	ONE OF:			
	MDST*4410 ***OR** MDST*4000	Media Thesis I	14.0 CR, MDST*3190, 75% CGPA, Program Head Approval	0.5
		Media Practices I	14.0 CR, MDST*3390, AHSS*3220	0.5
	AND:			
	MDST*3210	Video Production I **(MJ)**	9.0 CR, MDST 2110, MDST 1090	0.5
	MDST*4240 ***OR** MDST3440	Broadcast Studio Production **(VC)**	MDST*4170	0.5
		Motion Graphics **(VC)**	MDST 3120	
	MDST*3210 OR MDST*3240	Video Production I **(DMSM)**	9.0 CR, MDST 2110, MDST 1090	0.5
		Crisis Communications & Reputation Management **(DMSM)**	9.0 CR, MDST 1200	
	BADM*2000 ***OR** MDST*3240	Human Resources Management **(MMA)**	2.0 CR	0.5
		Crisis Communications & Reputation Management **(MMA)**	9.0 CR, MDST 1200	
	MDST*3340	Analytics for Marketing & Communications **(PR)**	9.0 CR, MDST 1090, MDST 2150	0.5
WINTER '27 Semester 8	MDST*4080 ***OR** MDST*4400	Media in the Global Context	10.0 CR	0.5
		Special Topics in Media and Communication Studies	12.0 CR	
	ONE OF:			
	MDST*4520	Media Thesis II	MDST 4410	1.0
	MDST*4210	Media Practices II	MDST 4000	1.0

	MULTIMEDIA JOURNALISM:			
	MDST*3490	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5
	MDST*4400	Special Topics in Media & Communication Studies	12.0 CR	0.5
	DIGITAL MARKETING & SOCIAL MEDIA:			
	MDST*3490	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5

Semester 8 (cont'd)	MDST*3360 OR MDST*4170	New Worlds: Exploring XR OR Video Production II	7.0 CR; (MDST 1050 or MDST 2080); (MDST 1080, MDST 1100 or MDST1200) MDST 3210	0.5
	VISUAL COMMUNICATION:			
	MDST*3490	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5
	MDST*3360 OR MDST*3260	New Worlds: Exploring XR Art Direction and Production Design	7.0 CR; (MDST 1050 or MDST 2080); (MDST 1080, MDST 1100 or MDST1200) MDST 3440	0.5
	MEDIA BUSINESS & MANAGEMENT + MEDIA MANAGEMENT & ANALYTICS:			
	BADM*1020	Business Information Systems	12.0 CR	0.5
	MDST*3430	Client Relations	(MDST 1080 or MDST 1200), AHSS 1080	0.5
	PUBLIC RELATIONS:			
	MDST*3490	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5
	MDST*4400 OR MDST*3430	Special Topics in Media and Communication Studies OR Client Relations	12.0 CR (MDST 1080 or MDST 1200), AHSS 1080	0.5

General (Unspecialized) Option:

COURSE CODE	COURSE TITLE	PREREQUISITES	CREDIT	SEMESTER
MDST*2180	Web Design	MDST*1300	0.5	Winter
MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 credits	0.5	Winter

Choose 1.5 credits from:

MDST*1070	Photography	MDST*1300	0.5	Winter
MDST*2070	Graphic Design I	MDST*1030	0.5	Winter
MDST*3120	Graphic Design II	9.0 credits, MDST*2070	0.5	Fall
MDST*3180	Audio Storytelling	9.0 CR, AHSS*1080, MDST*2110	0.5	Fall
MDST*3210	Video Production I	9.0 CR., MDST*1090, MDST*2110	0.5	Fall
MDST*3360	New Worlds: Exploring XR	7.0 CR., (MDST*1050 or MDST*2080), MDST*1080, MDST*1100 or MDST*1200	0.5	Winter
MDST*4170	Video Production II	MDST*3210	0.5	Winter

Choose 2.0 credits from:

MDST*2040	Media Relations	9.0 CR., MDST*1090, MDST*2090, MDST*2110	0.5	Fall
MDST*3030	Event Management	9.0 CR., MDST*1080 or MDST*1200, MDST*1050 or MDST*2080	0.5	Winter
MDST*3080	Writing for Public Relations	9.0 CR., MDST*2090, MDST*2110	0.5	Fall
MDST*3240	Crisis Communication and Reputation Management	9.0 credits, MDST*1200	0.5	Fall
MDST*3330	Content Strategy	9.0 credits, MDST*1090	0.5	Fall
MDST*3340	Analytics for Marketing and Communication	9.0 CR., MDST*1090, MDST*2150	0.5	Fall
MDST*3410	Social Media Strategies	MDST*1090, MDST*2090, (MDST*1080 or MDST*1200)	0.5	Winter
MDST*3460	Advanced Analytics for Marketing and Communication	9.0 credits, MDST*3340	0.5	Winter

Choose 1.5 credits from:

Any other MDST courses	0.5 each	Both

NOTE: Optional courses available for all specializations
Summer Semesters:
- General Electives
Summer Semester prior to Semester 7:
*- MDST*4410 Media Thesis I; MDST*4010 Media and Communication Studies Internship*
Winter Semester 8:
*- MDST*4010 Media and Communication Studies Internship*