Media and Communication Studies

program information **& planning sheet**

UNIVERSITY OF GUELPH HUMBER

Important Information 2025-2026

What courses do I need to complete in order to graduate?

You must complete 20 credits (37 courses), including the following:

- 13 credits / 23 Core Courses
- 5.5 credits / 11 Specialization Courses
- 1.5 credits / 3 General Electives

Most courses in the Media Studies program has a credit value of 0.5, unless otherwise noted.

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).

Media Practices (MDST*4000 and MDST*4520)

In Media Practices most students work in a group of three or four peers to a) identify and approach an external client b) work with that client to understand a specific communications or content challenge and c) create, develop and present a professional campaign or content package aimed at meeting that challenge. The Media Practices capstone has given many graduating MCS students a launching pad into their careers, with real-world experience consulting with a client and a professional final project that is a great addition to their portfolio and resume.

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.

Where can I go for more information?

Visit your Academic Advisor, Ramona David (A-Z) in GH108 during office hours. Call 416.798.1331 to speak with the front desk, or email your questions to advisors@guelphhumber.ca. You can also use our online booking system at https://www.guelphhumber.ca/advising/advisors.

For more support, visit the Learning Support Peers (LSPs) in the Learning Commons or email them at: lsp@guelphhumber.ca.

Visit our Frequently Asked Questions webpage for more information on Course Selection and Enrollment, Degree Requirements, Academic Consideration/Accommodations, Academic Standing, and Academic Resources.



Ramona David
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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.

First / Second Year

Semester 1 / Fall

Course Code	Course Name	Prerequisites	Credit
MDST*1020	Introduction to Communication Theory and Mass Media		0.5
MDST*1040	Writing and Research for Media and Communication Studies I		0.5
MDST*1090	Organizational Behaviour and Teamwork		0.5
MDST*1100	Introduction to Journalism and Digital Storytelling		0.5
	General Elective		0.5

Semester 2 / Winter

Course Code	Course Name	Prerequisites	Credit
AHSS*1080	Ethical Issues in Media		0.5
MDST*1030	Visual Communication and Design		0.5
MDST*1200	Introduction to Marketing and Public Relations		0.5
MDST*2020	Freedom, Rights, and the Media	2.0 credits	0.5
	General Elective		0.5

Semester 3 / Fall

Course Code	Course Name	Prerequisites	Credit
MDST*1300	Media Production Toolkit	2.0 credits	0.5
MDST*2080	Writing and Research for Media and Communication Studies II	2.0 CR, (AHSS*1210 or MDST*1040), (1 of MDST*1080, MDST*1100, MDST*1200)	0.5
MDST*2090	Social Media Issues and Perspectives	AHSS*1080, MDST*1020	0.5
MDST*2150	Data and the Information Society	2.0 credits	0.5
	General Elective		0.5

Semester 4 / Winter

Course Code	Course Name	Prerequisites	Credit
AHSS*2020	Presentations and Persuasion	MDST*1020	0.5
MDST*2110	Transmedia Storytelling	(AHSS*1210 or MDST*1040), (MDST*1100 & MDST*1200 or MDST*1080), (MDST*1050 or MDST*2080)	0.5
or			
MDST*3360	New Worlds: Exploring XR	7.0 CR, (MDST*1050 or MDST*2080), (MDST*1080, MDST*1100 or MDST*1200)	0.5

Specialization

Select your **THREE** (1.5 credits) corresponding specialization courses

Visual Communication

MDST*1070	Photography	MDST*1300	0.5
MDST*2070	Digital Graphic Design I	MDST*1030	0.5
MDST*2180	Web Design	MDST*1300	0.5

Digital Marketing & Social Media

MDST*2070	Digital Graphic Design I	MDST*1030	0.5
MDST*2180	Web Design	MDST*1300	0.5
MDST*3410	Social Media Strategies	6.0 CR, MDST*1090, MDST*2090, (MDST*1080 or MDST*1200)	0.5

Media Business and Management

MDST*1000	Introduction to Media Management	MDST*1020, MDST*1100	0.5
MDST*3430	Client Relations	(MDST*1080 or MDST*1200), AHSS*1080	0.5
BADM*2030	Advertising in Business	5.0 CR, (BADM*1040 or MDST*1200)	0.5

*Contact your Academic Advisor for any additional inquiries regarding choosing specialization courses.

Semester 5 / Fall

Course Code	Course Name	Prerequisites	Credit
AHSS*3220	Law and the Media	7.5 credits	0.5

Specialization

Select your **FOUR** (2.0 credits) corresponding specialization courses

Visual Communication

MDST*2210	Image Processing: Capture and Manipulation	9.0 CR, MDST*1070	0.5
MDST*2510	Studio Lighting Fundamentals	9.0 CR, MDST*1070	0.5
MDST*3120	Digital Graphic Design II	9.0 CR, including MDST*2070	0.5
MDST*3210	Video Production I	9.0 CR, MDST*1090, MDST*2110	0.5

Digital Marketing & Social Media

MDST*3080	Writing for Public Relations	9.0 CR, MDST*2090, MDST*2110	0.5
MDST*3330	Content Strategy	9.0 CR, MDST*1090	0.5
MDST*3340	Analytics for Marketing and Communications	9.0 CR, MDST*1090, MDST*2150	0.5
MDST*2040	Media Relations	9.0 CR, MDST*1090, MDST*2090, MDST*2110	0.5
or			
MDST*3180	Audio Storytelling	9.0 CR, AHSS*1080, MDST*2110	0.5

Media Business and Management

MDST*3240	Crisis Communication and Reputation Management	9.0 CR, MDST*1200	0.5
MDST*3330	Content Strategy	9.0 CR, MDST*1090	0.5
MDST*3340	Analytics for Marketing and Communications	9.0 CR, MDST*1090, MDST*2150	0.5
BADM*2020	Consumer Behaviour	BADM*1040 or MDST*1200	0.5

Semester 6 / Winter

Course Code	Course Name	Prerequisites	Credit
MDST*3390	Public Practice	9.0 CR, AHSS*2020, MDST*1090	0.5
Choose One:	Only select ONE (0.5 credits) of the following courses		
AHSS*2130	Subcultures in Mainstream Media	2.0 credits	0.5
or			
MDST*3040	Power, Culture, and the Individual	4.0 credits	0.5
Choose One:	Only select ONE (0.5 credits) of the following courses		
MDST*3190	Advanced Research Methods for Media and Communications Studies *required for Thesis I & II*	10.0 CR; AHSS*1080, MDST*2020, MDST*1020, (MDST*2080 or MDST*1050), AHSS*2020, MDST*3040	0.5
or			
MDST*3500	Project Management	9.0 credits	0.5
Specialization	Select your **TWO** (1.0 credits) corresponding specialization courses		
Visual Communication			
MDST*3110	Location Photography	MDST*2210, MDST*2510	0.5
MDST*4170	Video Production II	MDST*3210	0.5
Digital Marketing & Social Media			
MDST*3400	SEO Perspectives	9.0 credits	0.5
MDST*3460	Advanced Analytics for Marketing and Communications	9.0 CR, MDST*3340	0.5
or			
MDST*3030	Event Management	9.0 CR, (MDST*1080 or MDST*1200), (MDST*1050 or MDST*2080)	0.5
Media Business and Management			
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 and Communications	9.0 CR, MDST*3340	0.5

Semester 7 / Fall

Course Code	Course Name	Prerequisites	Credit
MDST*4010	Media and Communication Studies Internship	14.0 credits	1.5
Choose One:	Only select ONE (0.5 credits) of the following courses		
MDST*4000	Media Practices I	14.0 credits	0.5
or			
MDST*4410	Media Studies Thesis I	14.0 CR, MDST*3190, 75% CGPA, Program Head approval	0.5
Specialization	Select your **ONE** (0.5 credits) corresponding specialization courses		
Visual Communication			
MDST*3440	Motion Graphics	MDST*3120	0.5
or			
MDST*4240	Broadcast Studio Production	MDST*4170	0.5
Digital Marketing & Social Media			
MDST*3210	Video Production I	9.0 CR, AHSS*1080, MDST*2110	0.5
or			
MDST*3240	Crisis Communication and Reputation Management	9.0 CR, MDST*1200	0.5
Media Business and Management			
BADM*2000	Human Resources Management	2.0 credits	0.5

Semester 8 / Winter

Course Code	Course Name	Prerequisites	Credit
MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 credits	0.5

Choose One:

Only select ONE (0.5 credits) of the following courses

MDST*4080	Media in the Global Context	10.0 credits	0.5
or			
MDST*4400	Special Topics in Media and Communication Studies	12.0 credits	0.5

Choose One:

Only select ONE (1.0 credits) of the following courses

MDST*4210	Media Practices II	14.0 CR, MDST*4000	1.0
or			
MDST*4520	Media Studies Thesis II	minimum of 75% in (MDST*4410 or MDST*4510)	1.0

Specialization

Only select ONE (0.5 credits) of the following courses

Visual Communication

MDST*3260	Art Direction and Production Design	MDST*3440	0.5
or			
MDST*3360	New Worlds: Exploring XR	7.0 CR, (MDST*1050 or MDST*2080), (MDST*1080, MDST*1100 or MDST*1200)	0.5

Digital Marketing & Social Media

MDST*4170	Video Production II	MDST*3210	0.5
or			
MDST*3430	Client Relations	AHS*1080, AHSS*2020, AHSS*3220, (MDST*1200 or MDST*1080), MDST*3330	0.5

Media Business and Management

BADM*1020	Business Information Systems		0.5
or			
MDST*4400	Special Topics in Media and Communication Studies*	12.0 credits	0.5

*Students in the Media Business and Management Specialization may take MDST*4400 Special Topics in Media and Communication Studies to fulfill the requirements of either the core **OR** the Specialization, but it cannot fulfill both requirements.

General (Unspecialized) Option:

Course Code	Course Name	Prerequisite(s)	Sem	Credit
MDST*2180	Web Design	2.0 credits	Winter	0.5
MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 credits	Winter	0.5
Choose 1.5 credits from:				
MDST*1070	Photography	MDST*1300	Winter	0.5
MDST*2070	Graphic Design I	MDST*1030	Winter	0.5
MDST*3120	Graphic Design II	9.0 credits, MDST*2070	Fall	0.5
MDST*3180	Audio Storytelling	9.0 CR, AHSS*1080, MDST*2110	Fall	0.5
MDST*3210	Video Production I	9.0 CR., MDST*1090, MDST*2110	Fall	0.5
MDST*3360	New Worlds: Exploring XR	7.0 CR., (MDST*1050 or MDST*2080), MDST*1080, MDST*1100 or MDST*1200	Winter	0.5
MDST*4170	Video Production II	MDST*3210	Winter	0.5
Choose 2.0 credits from:				
MDST*2040	Media Relations	9.0 CR., MDST*1090, MDST*2090, MDST*2110	Fall	0.5
MDST*3030	Event Management	9.0 CR., MDST*1080 or MDST*1200, MDST*1050 or MDST*2080	Winter	0.5
MDST*3080	Writing for Public Relations	9.0 CR., MDST*2090, MDST*2110	Fall	0.5
MDST*3240	Crisis Communication and Reputation Management	9.0 credits, MDST*1200	Fall	0.5
MDST*3330	Content Strategy	9.0 credits, MDST*1090	Fall	0.5
MDST*3340	Analytics for Marketing and Communication	9.0 CR., MDST*1090, MDST*2150	Fall	0.5
MDST*3410	Social Media Strategies	MDST*1090, MDST*2090, (MDST*1080 or MDST*1200)	Winter	0.5
MDST*3460	Advanced Analytics for Marketing and Communication	9.0 credits, MDST*3340	Winter	0.5
Choose 1.5 credits from:				
	Any other MDST courses		Both	0.5

OPTIONAL COURSES AVAILABLE FOR ALL SPECIALIZATIONS:

- *Summer Semester prior to Semester 7 - MDST*4410 Media Thesis I; MDST*4010 Media and Communication Studies Internship*
- *Summer Semester - General Electives*
- *Winter Semester 8 - MDST*4010 Media and Communication Studies Internship*