

# Media and Communication Studies

## program information & planning sheet

UNIVERSITY OF  
**GUELPH**  
HUMBER

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

You must complete 20 credits (40 courses), including the following:

• **12.5 credits** / 25 Core Courses • **6.0 credits** / 12 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](http://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**. These projects vary a little depending on whether you are a VC, DMSM or PR student. If you are a Media Management & Analytics student, instead of working with a client, you - again, in a group - will conduct a deep analysis of a campaign or strategy by a major corporation. 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, **Nasreene Corpuz Kasznia (A-Z)** in GH108 during office hours. Call 416.798.1331 x6288 to speak with the front desk, or email your questions to [advisors@guelphhumber.ca](mailto: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](mailto: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.



**Nasreene  
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(Last Names A-Z)

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Important Information 2024-2025

**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](http://www.guelphhumber.ca)) will serve as the official record.

# 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),<br>(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),<br>(MDST*1100 & MDST*1200 or MDST*1080),<br>(MDST*1050 or MDST*2080) | 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,<br>(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),<br>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<br><i>*required for Thesis I &amp; II*</i> | 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 |

### 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

|           |                            |             |     |
|-----------|----------------------------|-------------|-----|
| MDST*3400 | SEO Perspectives           | 9.0 credits | 0.5 |
| or        |                            |             |     |
| BADM*2000 | Human Resources Management | 2.0 credits | 0.5 |

# Semester 8 / Winter

| Course Code  | Course Name  | Prerequisites   | Credit |
|--|--|---|--------|
| <b>Choose One:</b> 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    |
| <b>Choose One:</b> 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    |
| <b>Specialization</b> Select your TWO ( 1.0 credits ) corresponding specialization courses |  |   |        |
| <b>Visual Communication</b>  |  |   |        |
| MDST*3490  | Freelancing and Small Business Development for Media Professionals | 14.0 credits  | 0.5    |
| 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    |
| <b>Digital Marketing &amp; Social Media</b>  |  |   |        |
| MDST*3490  | Freelancing and Small Business Development for Media Professionals | 14.0 credits  | 0.5    |
| MDST*3360  | New Worlds: Exploring XR   | 7.0 CR, (MDST*1050 or MDST*2080), (MDST*1080, MDST*1100 or MDST*1200) | 0.5    |
| or   |  |   |        |
| MDST*3430  | Client Relations   | AHS*1080, AHSS*2020, AHSS*3220, (MDST*1200 or MDST*1080), MDST*3330   | 0.5    |
| <b>Media Business and Management</b>   |  |   |        |
| BADM*4390  | Relationship Marketing   | BADM*2020   | 0.5    |
| 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 | Prerequisites | Semester | Credit |
|-------------|-------------|---------------|----------|--------|
|-------------|-------------|---------------|----------|--------|

Required Courses:

|                  |  |              |        |     |
|------------------|--|--------------|--------|-----|
| <b>MDST*2180</b> | Web Design   | MDST*1300    | Winter | 0.5 |
| <b>MDST*3490</b> | Freelancing and Small Business Development for Media Professionals | 14.0 credits | Winter | 0.5 |

Choose 1.5 credits from:

|                  |                                |  |             |     |
|------------------|--------------------------------|--|-------------|-----|
| <b>MDST*2000</b> | News and Information Gathering | 9.0 CR, MDST*1080 or MDST*1100, (MDST*1050 or MDST*2080) | Fall/Winter | 0.5 |
| <b>MDST*2030</b> | News Writing and Editing I     | 9.0 CR, AHSS*1080, MDST*1030, MDST*2110                  | Fall/Winter | 0.5 |
| <b>MDST*2050</b> | News Writing and Editing II    | MDST*2000, MDST*2030                                     | Fall/Winter | 0.5 |
| <b>MDST*3080</b> | Writing for Public Relations   | 9.0 CR., MDST*2090, MDST*2110                            | Fall        | 0.5 |
| <b>MDST*3180</b> | Audio Storytelling             | 9.0 CR., AHSS*1080, MDST*2110                            | Fall        | 0.5 |
| <b>MDST*3380</b> | Photojournalism                | MDST*1030, MDST*1070, MDST*1080 or MDST*1100             | Fall/Winter | 0.5 |

Choose 1.0 credits from:

|                  |                          |  |        |     |
|------------------|--------------------------|--|--------|-----|
| <b>MDST*1070</b> | Photography              | MDST*1300  | Winter | 0.5 |
| <b>MDST*2070</b> | Graphic Design I         | MDST*1030  | Winter | 0.5 |
| <b>MDST*3210</b> | Video Production I       | 9.0 CR., MDST*1090, MDST*2110                                      | Fall   | 0.5 |
| <b>MDST*3360</b> | New Worlds: Exploring XR | 7.0 CR., MDST*1050 or MDST*2080, MDST*1080, MDST*1100 or MDST*1200 | Winter | 0.5 |

Choose 1.0 credits from:

|                  |   |  |        |     |
|------------------|---|--|--------|-----|
| <b>MDST*3030</b> | Event Management                          | 9.0 CR., MDST*1080 or MDST*1200, MDST*1050 or MDST*2080          | Winter | 0.5 |
| <b>MDST*3330</b> | Content Strategy                          | 9.0 credits, MDST*1090   | Fall   | 0.5 |
| <b>MDST*3340</b> | Analytics for Marketing and Communication | 9.0 CR., MDST*1090, MDST*2150                                    | Fall   | 0.5 |
| <b>MDST*3410</b> | Social Media Strategies                   | 9.0 CR., MDST*1030, MDST*1090, MDST*2090, MDST*1080 or MDST*1200 | Winter | 0.5 |

Choose 1.5 credits from:

|  |                               |  |             |     |
|--|-------------------------------|--|-------------|-----|
|  | <b>Any other MDST courses</b> |  | Fall/Winter | 0.5 |
|--|-------------------------------|--|-------------|-----|

**Note:** Optional courses available for all specializations

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