

Media & Communication Studies

2 credentials in 4 years

Honours Bachelor of Applied Arts in Media & Communication Studies

from the University of Guelph



Diploma in Media Communications

from Humber Polytechnic

Please be aware that curriculum and course sequencing is subject to change. A program plan will be made available for enrolled students, and should be used for course sequencing and planning purposes.

Course descriptions are available at calendar.guelphhumber.ca.

program overview

UNIVERSITY OF
GUELPH
HUMBER

TORONTO, ON

Semester 1 / **Fall**

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

Semester 2 / **Winter**

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

Semester 3 / **Fall**

Course Code	Course Name
MDST*1300	Media Production Toolkit
MDST*2080	Writing and Research for Media and Communication Studies II
MDST*2090	Social Media Issues and Perspectives
MDST*2150	Data and the Information Society
	General Elective

Semester 4 / Winter

Course Code	Course Name
AHSS*2020	Presentations and Persuasion
MDST*2110	Transmedia Storytelling

Specialization	Select your THREE corresponding specialization courses
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Visual Communication

MDST*1070	Photography
MDST*2070	Digital Graphic Design I
MDST*2180	Web Design

Digital Marketing & Social Media

MDST*2070	Digital Graphic Design I
MDST*2180	Web Design
MDST*3410	Social Media Strategies

Media Business and Management

MDST*1000	Introduction to Media Management
MDST*3430	Client Relations
BADM*2030	Advertising in Business

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

Semester 5 / **Fall**

Course Code	Course Name
AHSS*3220	Law and the Media

Specialization	Select your FOUR corresponding specialization courses
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Visual Communication

MDST*2210	Image Processing: Capture and Manipulation
MDST*2510	Studio Lighting Fundamentals
MDST*3120	Digital Graphic Design II
MDST*3210	Video Production I

Digital Marketing & Social Media

MDST*3080	Writing for Public Relations
MDST*3330	Content Strategy
MDST*3340	Analytics for Marketing and Communications
MDST*2040	Media Relations
or	
MDST*3180	Audio Storytelling

Media Business and Management

MDST*3240	Crisis Communication and Reputation Management
MDST*3330	Content Strategy
MDST*3340	Analytics for Marketing and Communications
BADM*2020	Consumer Behaviour

Semester 6 / Winter

Course Code	Course Name
MDST*3390	Public Practice
Choose One:	Only select ONE of the following courses
AHSS*2130	Subcultures in Mainstream Media
or	
MDST*3040	Power, Culture, and the Individual
Choose One:	Only select ONE of the following courses
MDST*3190	Advanced Research Methods for Media and Communications Studies <i>*required for Thesis I & II*</i>
or	
MDST*3500	Project Management
Specialization	Select your TWO corresponding specialization courses
Visual Communication	
MDST*3110	Location Photography
MDST*4170	Video Production II
Digital Marketing & Social Media	
MDST*3400	SEO Perspectives
MDST*3460	Advanced Analytics for Marketing and Communications
or	
MDST*3030	Event Management
Media Business and Management	
MDST*3030	Event Management
MDST*3460	Advanced Analytics for Marketing and Communications

Semester 7 / Fall

Course Code	Course Name
MDST*4010	Media and Communication Studies Internship
Choose One:	Only select ONE of the following courses
MDST*4000	Media Practices I
or	
MDST*4410	Media Studies Thesis I
Specialization	Select your ONE corresponding specialization courses
Visual Communication	
MDST*3440	Digital Graphic Design III
or	
MDST*4240	Broadcast Studio Production
Digital Marketing & Social Media	
MDST*3210	Video Production I
or	
MDST*3240	Crisis Communication and Reputation Management
Media Business and Management	
BADM*2000	Human Resources Management

Semester 8 / Winter

Course Code	Course Name
Choose One:	Only select ONE of the following courses
MDST*4080	Media in the Global Context
or	
MDST*4400	Special Topics in Media and Communication Studies
Choose One:	Only select ONE of the following courses
MDST*4210	Media Practices II
or	
MDST*4520	Media Studies Thesis II
Specialization	Select your THREE corresponding specialization courses
Visual Communication	
MDST*3490	Freelancing and Small Business Development for Media Professionals
MDST*3260	Art Direction and Production Design
or	
MDST*3360	New Worlds: Exploring XR
Digital Marketing & Social Media	
MDST*3490	Freelancing and Small Business Development for Media Professionals
MDST*3360	New Worlds: Exploring XR
or	
MDST*3430	Client Relations
Media Business and Management	
BADM*4390	Relationship Marketing
BADM*1020	Business Information Systems
or	
MDST*4400	Special Topics in Media and Communication Studies*

*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	Semester
Required Courses		
MDST*2180	Web Design	Winter
MDST*3490	Freelancing and Small Business Development for Media Professionals	Winter
Choose 1.5 credits from:		
MDST*2000	News and Information Gathering	Fall/Winter
MDST*2030	News Writing and Editing I	Fall/Winter
MDST*2050	News Writing and Editing II	Fall/Winter
MDST*3080	Writing for Public Relations	Fall
MDST*3180	Audio Storytelling	Fall
MDST*3380	Photojournalism	Fall/Winter
Choose 1.0 credits from:		
MDST*1070	Photography	Winter
MDST*2070	Graphic Design I	Winter
MDST*3210	Video Production I	Fall
MDST*3360	New Worlds: Exploring XR	Winter
Choose 1.0 credits from:		
MDST*3030	Event Management	Winter
MDST*3330	Content Strategy	Fall
MDST*3340	Analytics for Marketing and Communication	Fall
MDST*3410	Social Media Strategies	Winter
Choose 1.5 credits from:		
	Any other MDST courses	Fall/Winter

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