

## 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 **12.5 Core Media and Communications Studies credits; 1.5 Restricted Elective credits; 4.5 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](http://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](mailto:advisors@guelphhumber.ca) Use our online booking system at [www.guelphhumber.ca/advising/advisors](http://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](mailto: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](http://www.guelphhumber.ca)) will serve as the official record.**

SEMESTER	COURSE CODE	COURSE TITLE	PREREQUISITES	CREDIT
FALL '21 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
	<b>Various</b>	<b>General Elective</b>		0.5
WINTER '22 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*1070 *OR MDST*1000 *OR AHSS*2130	Introduction to Photography	<u>Core Course: VC</u>	0.5
		Introduction to Media Management	MDST 1020, MDST 1100	
	Subcultures in Mainstream Media	2.0 CR		
<b>Various</b>	<b>General Elective</b>		0.5	
FALL '22 Semester 3	MDST*2080	Writing & Research for Media and Communications Studies II	2.00 CR; (1 of MDST 1080, MDST 1100, MDST 1200), (AHSS 1210 or MDST1040)	0.5
	MDST*2090	Social Media Issues & Perspectives	MDST 1020, AHSS 1080	0.5
	MDST*1030	Visual Communication & Design		0.5
	AHSS*2030	Contemporary Narrative	2.0 CR	0.5
	MDST*2150 *OR MDST*2120	Introduction to Data and the Information Society	2.0 CR; <u>Core Course: MMA</u>	0.5
	Vive la Revolution: Alternative and Advocacy Media	AHSS 1080, MDST 1020, MDST 1100		
WINTER '23 Semester 4	AHSS*2020	Presentations and Persuasion	MDST 1020	0.5
	MDST*2110	Transmedia Storytelling	AHSS 2030, (AHSS 1210 or MDST 1040), (MDST 1050 or MDST 2080), [(MDST 1100 & MDST 1200) or MDST*1080]	0.5
	MDST*3040	Power, Culture & the Individual	4.0 CR	0.5
	AHSS*2130 *OR MDST*2070	Subcultures in Mainstream Media	2.0 CR	0.5
		Digital Graphic Design I	MDST 1030, <u>Core Course: VC</u>	
<b>Various</b>	<b>General Elective</b>		0.5	

<b>FALL '23 Semester 5</b>	AHSS*3220	Law and the Media	9.0 CR	0.5
	<b>MULTIMEDIA JOURNALISM:</b>			
	MDST*2000	News Gathering	9.0 CR (MDST 2080 OR MDST1050); (MDST1080 or MDST1100)	0.5
	MDST*2030	News Editing and Writing	9.0 CR, MDST 1030, (MDST1050 OR MDST 2080); (MDST1080 OR MDST1100); AHSS 1080	0.5
	MDST*3180	Audio Journalism	9.0 CR (MDST1050 OR MDST 2080); (MDST1080 OR MDST1100); AHSS 1080	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR	0.5
	<b>DIGITAL MARKETING &amp; SOCIAL MEDIA:</b>			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR	0.5
	AHSS*3080	Web Design I	9.0 CR; MDST 1020, MDST 1030	0.5
	MDST*3420	The Project Lifecycle	9.0 CR	0.5
	<b>VISUAL COMMUNICATION:</b>			
	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	Videography I	9.0 CR, MDST 2110, MDST 1090	0.5
	MDST*3120	Digital Graphic Design II	9.0 CR; MDST 2070	0.5
	<b>MEDIA MANAGEMENT &amp; ANALYTICS:</b>			
	MDST*3420	The Project Lifecycle	9.0 CR	0.5
	MDST*3280	Media Advertising	9.0 CR; AHSS1080, (MDST1200 OR MDST1080)	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR	0.5
	MDST*3340	Media Management Analytics I	9.0 CR, MDST 2150	0.5
	<b>PUBLIC RELATIONS:</b>			
	MDST*2040	Media Relations	9.0 CR; ([MDST 1080 or MDST 1200]); [MDST2080 or MDST1050), MDST 2090, MDST 2110	0.5
	MDST*3080	Writing for Public Relations I	9.0 CR; (MDST 1050 or MDST 2080), MDST 1800 or MDST 1200), MDST 2110, MDST 2090	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR	0.5
	MDST*3060	Public Affairs	9.0 CR; (MDST 1200 or MDST 1080); MDST*2020	0.5

<b>WINTER '24 Semester 6</b>	MDST*3390	Public Practice	9.0 CR; AHSS 2020	0.5
	<b>MULTIMEDIA JOURNALISM – ONE OF:</b>			
	MDST*3380 *OR	Photojournalism	<u>Restricted to MJ, VC;</u> MDST1100, MDST1030, MDST1070	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360	New Worlds: Exploring XR	<u>Restricted to MJ, VC, DMSM;</u> 7.0 CR; AHSS2030, (MDST 1050 or MDST 2080); (MDST 1100 or MDST1200)	
	MDST*3000	Magazine Writing, Editing and Production	MDST2000, MDST2030, MDST 3330	0.5
	MDST*2050	Specialized Reporting	MDST 2000, MDST 2030	0.5
	MDST*3020	Video Journalism	MDST 2000, MDST 2030, MDST 3180	0.5
	<b>DIGITAL MARKETING &amp; SOCIAL MEDIA – ONE OF:</b>			
	MDST*3430 *OR	Client Relations	<u>Restricted to PR, DMSM, MMA;</u> AHSS 1080, MDST 1200, AHSS 2020, MDST 3420, MDST 3330, AHSS 3220	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360	New Worlds: Exploring XR	<u>Restricted to MJ, VC, DMSM;</u> 7.0 CR; AHSS2030, (MDST 1050 or MDST 2080); (MDST 1100 or MDST1200)	
	MDST*3450	Social Media Analytics	10.00 CR, MDST 2090	0.5
	MDST*3400	SEO Perspectives	9.0 CR	0.5
	MDST*3250	Web Design II	9.0 CR, AHSS 3080	0.5
	<b>VISUAL COMMUNICATION – ONE OF:</b>			
	MDST*3380 *OR	Photojournalism	<u>Restricted to MJ, VC;</u> MDST1100, MDST1030, MDST1070	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360	New Worlds: Exploring XR	<u>Restricted to MJ, VC, DMSM;</u> 7.0 CR; AHSS2030, (MDST 1050 or MDST 2080); (MDST 1100 or MDST1200)	
	MDST*3440	Digital Graphic Design III	MDST 3120	0.5
MDST*3110	Location Photography	MDST 2510; MDST 2210	0.5	

Semester 6 (cont'd)	MDST*4170	Videography II	MDST 3210	0.5
	<b>MEDIA MANAGEMENT &amp; ANALYTICS – ONE OF:</b>			
	MDST*3430 *OR MDST*3190	Client Relations	Restricted to PR, DMSM, MMA, MB; AHSS 1080, MDST 1200, AHSS 2020, MDST 3420, MDST 3330, AHSS 3220	0.5
		Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3030	Event Management		0.5
	MDST*3460	Media Management Analytics II	9.0 CR, MDST 3340	0.5
	MDST*3310	Media Organizational Leadership	AHSS 1080, MDST 2020 [(AHSS 1060, AHSS 2190) or MDST 1020]	0.5
	<b>PUBLIC RELATIONS – ONE OF:</b>			
	MDST*3430 *OR MDST*3190	Client Relations	Restricted to PR, DMSM, MMA; AHSS*1080, MDST*1200, AHSS*2020, MDST*3420, MDST*3330,	0.5
		Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3170	Writing for PR II	MDST 3080	0.5
	MDST*3030	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 2080 or MDST	0.5
MDST*3240	Crisis Communications & Reputation Management	9.0 CR, MDST 1200	0.5	
FALL '24 Semester 7	MDST*4010	Media and Communication Studies Internship	14.0 CR, MDST*3390	1.5
	<b>ONE OF:</b>			
	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
	<b>ONE OF:</b>			
	MDST*4040	Multimedia Journalism Production (MJ)	MDST 2000, MDST 2030, MDST 3180, MDST 3020	0.5
	MDST*4240	Broadcast Studio Production (VC)	MDST*4170	0.5
	MDST*2040 *OR MDST*3210	Media Relations (DMSM)	9.0 CR; ([MDST 1080 or MDST 1200]); [MDST2080 or MDST1050), MDST 2090, MDST 2110	0.5
	Video Production I (DMSM)	9.0 CR, MDST 2110, MDST 1090	0.5	

<b>Semester 7 (cont'd)</b>	BADM*2000	Human Resources Management ( <b>MMA</b> )	2.0 CR	0.5	
	MDST*3410	Social Media Strategies ( <b>PR</b> )	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5	
<b>WINTER '25 Semester 8</b>	MDST*4400	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5	
	MDST*4080	Media in the Global Context	10.0 CR	0.5	
	<b>*OR</b> MDST*4400	Special Topics in Media and Communication Studies	12.0 CR		
	<b>ONE OF:</b>				
	MDST*4520	Media Thesis II	MDST 4410	1.0	
	MDST*4210	Media Practices II	MDST 4000	1.0	
	<b>ONE OF:</b>				
	MDST*4400	Special Topics in Media and Communication Studies <b>(MJ) and (PR)</b>	12.0 CR	0.5	
	MDST*3240	Crisis Communications & Reputation Management ( <b>DMSM</b> )	9.0 CR, MDST 1200	0.5	
	MDST*3260	Art Direction and Production Design ( <b>VC</b> )	MDST 3440	0.5	
	MDST*4400	Special Topics in Media and Communication Studies ( <b>MMA</b> )	12.0 CR	0.5	
<b>*OR</b> MDST*3480	Crisis Communications & Reputation Management ( <b>DMSM</b> )	9.0 CR, MDST 1200	0.5		

**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*