

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)

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 '22 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 '23 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 Introduction to Media Management Subcultures in Mainstream Media	<u>Core Course: VC</u> MDST 1020, MDST 1100 2.0 CR	0.5
	Various	General Elective		0.5
FALL '23 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	Data and the Information Society Vive la Revolution: Alternative and Advocacy Media	2.0 CR <u>Core Course: MMA</u> AHSS 1080, MDST 1020, MDST 1100	0.5
WINTER '24 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 Digital Graphic Design I	2.0 CR MDST 1030, <u>Core Course: VC</u>	0.5
	Various	General Elective		0.5

FALL '24 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*1300	Media Production Toolkit	2.0 CR	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*1300	Media Production Toolkit	2.0 CR	0.5
	MDST*3500	Project Management for Media and Communication Studies	9.0 CR	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	*OR MDST*2150	Data and the Information Society <i>*If you did not take this in 2nd year, you will need to register to take MDST*3340</i>	2.0 CR	
	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 MANAGEMENT & ANALYTICS:			
	MDST*3500	Project Management for Media and Communication Studies	9.0 CR	0.5
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5
	MDST*3330	Content Strategy	9.0 CR	0.5
	MDST*3280	Media Advertising	9.0 CR, AHSS*1080, MDST*1090, (MDST 1200 or MDST 1080)	0.5

Semester 5 (cont'd)	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*3500	Project Management for Media and Communication Studies	9.0 CR	0.5
WINTER '25 Semester 6	MDST*3390	Public Practice	9.0 CR; AHSS 2020	0.5
	MULTIMEDIA JOURNALISM – ONE OF:			
	MDST*3190 *OR MDST*3360	Advanced Research Methods for Media & Communications Studies <i>* Required course for Thesis I & II</i>	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	0.5
		New Worlds: Exploring XR	7.0 CR; (MDST 1050 or MDST 2080); (MDST 1080, MDST 1100 or MDST1200)	
	AND:			
	MDST*2180	Web Design	MDST*1300	0.5
	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 – ONE OF:			
	MDST*3190 *OR MDST*3360	Advanced Research Methods for Media & Communications Studies <i>* Required course for Thesis I & II</i>	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	0.5
		New Worlds: Exploring XR	7.0 CR; (MDST 1050 or MDST 2080); (MDST 1080, MDST 1100 or MDST1200)	
	AND:			
	MDST*2180	Web Design	MDST*1300	0.5
	MDST*3400	SEO Perspectives	9.0 CR	0.5
	MDST*3340	Analytics for Marketing & Communications	9.0 CR, MDST 1090, MDST 2150	0.5
	VISUAL COMMUNICATION – ONE OF:			
	MDST*3380 *OR	Photojournalism	MDST1070, MDST1030, (MDST 1080 or MDST 1100)	0.5
MDST*3190 *OR	Advanced Research Methods for Media & Communications Studies <i>* Required course for Thesis I & II</i>	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040		

Semester 6 (cont'd)	MDST*3360	New Worlds: Exploring XR	7.0 CR; (MDST 1050 or MDST 2080); (MDST 1080, MDST 1100 or MDST1200)	
	AND:			
	MDST*3440	Digital Graphic Design III	MDST 3120	0.5
	MDST*3110	Location Photography	MDST 2510; MDST 2210	0.5
	MDST*4170	Video Production II	MDST 3210	0.5
	MEDIA MANAGEMENT & ANALYTICS – ONE OF:			
	MDST*3430 *OR MDST*3190	Client Relations	AHSS 1080, AHSS 2020, AHSS 3220, MDST 3330, (MDST 1080 OR MDST1200)	0.5
		Advanced Research Methods for Media & Communications Studies <i>* Required course for Thesis I & II</i>	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	AND:			
	MDST*3030	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 1050 or MDST 2080)	0.5
	MDST*3340	Analytics for Marketing & Communications	9.0 CR, MDST 1090, MDST 2150	0.5
	BADM*1020	Business Information Systems		0.5
	PUBLIC RELATIONS – ONE OF:			
	MDST*2180 *OR MDST*3190	Web Design	MDST 1300	0.5
		Advanced Research Methods for Media & Communications Studies <i>* Required course for Thesis I & II</i>	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	AND:			
	MDST*3430	Client Relations	AHSS 1080, AHSS 2020, AHSS 3220, MDST 3330, (MDST 1080 OR MDST1200)	0.5
	MDST*3030	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 1050 or MDST 2080)	0.5
	MDST*3240	Crisis Communications & Reputation Management	9.0 CR, MDST 1200	0.5
FALL '25 Semester 7	MDST*4010	Media and Communication Studies Internship	14.0 CR, MDST*3390	1.5
	ONE OF:			
	MDST*4410	Media Thesis I	14.0 CR, MDST*3190, 75% CGPA, Program Head Approval	0.5
	MDST*4000	Media Practices I	14.0 CR, MDST*3390, AHSS*3220	0.5

Semester 7 (cont'd)	<u>AND ONE OF:</u>			
	MDST*3210	Video Production I (MJ)	9.0 CR, MDST 2110, MDST 1090	0.5
	MDST*4240	Broadcast Studio Production (VC)	MDST*4170	0.5
	MDST*3460	Advanced Analytics for Marketing & Communications (DMSM)	9.0 CR, MDST*3340	0.5
	OR* MDST*3210	Video Production I (DMSM)	9.0 CR, MDST 2110, MDST 1090	0.5
	MDST*3460	Advanced Analytics for Marketing & Communications (MMA)	9.0 CR, MDST*3340	0.5
	MDST*3410	Social Media Strategies (PR)	9.0 CR, MDST 1030; MDST 1090; (MDST 1200 or MDST 1080); MDST 2090	0.5
WINTER '26 Semester 8	MDST*3490	Freelancing & Small Business Development for Media Professionals	14.0 CR	0.5
	MDST*4080	Media in the Global Context	10.0 CR	0.5
	*OR MDST*4400	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
	<u>AND ONE OF:</u>			
	MDST*4400	Special Topics in Media and Communication Studies (MJ) and (PR)	12.0 CR	0.5
	MDST*3240	Crisis Communications & Reputation Management (DMSM)	9.0 CR, MDST 1200	0.5
	MDST*3260	Art Direction and Production Design (VC)	MDST 3440	0.5
	MDST*4400	Special Topics in Media and Communication Studies (MMA)	12.0 CR	0.5
*OR MDST*3480	Crisis Communications & Reputation Management (MMA)	9.0 CR, MDST 1200	0.5	

General (Unspecialized) Option:

TYPE	COURSE CODE	COURSE TITLE	PREREQUISITES	CREDIT	SEMESTER
Required	MDST*2180	Web Design	MDST*1300	0.5	W
Required	MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 credits	0.5	W
Choose 1.50 credits from:	MDST*2000	News and Information Gathering	9.0 CR., MDST*1050 or MDST*2080, MDST*1080 or MDST*1100	0.5	F
	MDST*2030	News Writing and Editing I	9.0 CR., AHSS*1080, MDST*1030, MDST*2110	0.5	F
	MDST*2050	News Writing and Editing II	MDST*2000, MDST*2030	0.5	W
	MDST*3080	Writing for Public Relations	9.0 CR., MDST*2090, MDST*2110	0.5	F
	MDST*3180	Audio Storytelling	9.0 CR., AHSS*1080, MDST*2110	0.5	F
	MDST*3380	Photojournalism	MDST*1030, MDST*1070, MDST*1080 or MDST*1100	0.5	W
Choose 1.0 credits from:	MDST*1070	Photography	MDST*1300	0.5	W
	MDST*2070	Graphic Design I	MDST*1030	0.5	W
	MDST*3210	Video Production I	9.0 CR., MDST*1090, MDST*2110	0.5	F
	MDST*3360	New Worlds: Exploring XR	7.0 CR., MDST*1050 or MDST*2080, MDST*1080, MDST*1100 or MDST*1200	0.5	W
Choose 1.0 credits from:	MDST*3030	Event Management	9.0 CR., MDST*1080 or MDST*1200, MDST*1050 or MDST*2080	0.5	W
	MDST*3330	Content Strategy	9.0 CR., MDST*1090	0.5	F
	MDST*3340	Analytics for Marketing and Communication	9.0 CR., MDST*1090, MDST*2150	0.5	W
	MDST*3410	Social Media Strategies	9.0 CR., MDST*1030, MDST*1090, MDST*2090, MDST*1080 or MDST*1200	0.5	F
Choose 1.50 credits from:	Any other MDST courses			0.5 each	F/W
TOTAL CREDITS: 6.0					

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