

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; 6.0 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 Semester 1 (F24)	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
	Various	General Elective		0.5
Winter Semester 2 (W25)	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 CR	0.5
	Various	General Elective		0.5
Fall Semester 3 (F25)	MDST*2080	Writing and Research for Media and Communication Studies II	2.0 CR, (1 of MDST*1080, MDST*1100, MDST*1200), (AHSS*1210 or MDST*1040)	0.5
	MDST*2090	Social Media Issues and Perspectives	AHSS*1080, MDST*1020	0.5
	MDST*2150	Data and the Information Society	2.0 CR	0.5
	MDST*1300	Media Production Toolkit	2.0 CR	0.5
	Various	General Elective		0.5
Winter Semester 4 (W26)	AHSS*2020	Presentations and Persuasion	MDST*1020	0.5
	MDST*2110	Transmedia Storytelling	(AHSS*1210 or MDST*1040), (MDST*1050 or MDST*2080), [(MDST*1100, MDST*1200) or MDST*1080]	0.5
	<i>Select 1.50 credits from the following (follow your specialization):</i>			
	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*3410	Social Media Strategies	6.0 CR., MDST*1090, MDST*2090, (MDST*1080 or MDST*1200)	0.5
	MDST*2070	Digital Graphic Design I	MDST*1030	0.5
	MDST*2180	Web Design	MDST*1300	0.5
	MEDIA BUSINESS AND MANAGEMENT			
	MDST*1000	Introduction to Media Management	MDST*1020, MDST*1100	0.5
	BADM*2030	Advertising in Business	5.0 CR, BADM*1040 or MDST*1200	0.5
MDST*3430	Client Relations	AHSS*1080, (MDST*1080 or MDST*1200)	0.5	
Fall Semester 5 (F26)	AHSS*3220	Law and the Media	7.5 CR	0.5
	<i>Select 2.00 credits from the following (follow your specialization):</i>			
	VISUAL COMMUNICATION			
	MDST*3210	Video Production I	9.0 CR, MDST*1090, MDST*2110	0.5
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	
	DIGITAL MARKETING & SOCIAL MEDIA				
	MDST*3340	Analytics for Marketing and Communications	9.0 CR, MDST*1090, MDST*2150	0.5	
	MDST*3080	Writing for Public Relations	9.0 CR, MDST*2090, MDST*2110	0.5	
	MDST*2040 OR	Media Relations	9.0 CR, MDST*1090, MDST*2090, MDST*2110	0.5	
	MDST*3180	Audio Storytelling	9.0 CR, AHSS*1080, MDST*2110		
	MDST*3330	Content Strategy	9.0 CR, MDST*1090	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	
	Winter Semester 6 (W27)	MDST*3390	Public Practice	9.0 CR, AHSS*2020, MDST*1090	0.5
MDST*3040 OR		Power, Culture, and the Individual	4.0 CR	0.5	
AHSS*2130		Subcultures in Mainstream Media	2.0 CR	0.5	
MDST*3190 OR		Advanced Research Methods for Media and 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	
MDST*3500		Project Management	9.0 CR	0.5	
<i>Select 1.00 credits from the following (follow your specialization):</i>					
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 CR	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		
Fall Semester 7 (F27)	MDST*4010	Media and Communication Studies Internship	14.0 CR	1.50	
	MDST*4000 OR	Media Practices I	14.0 CR	0.5	
	MDST*4410	Media Studies Thesis I	14.0 CR, MDST*3190, 75% CGPA, Program Head approval	0.5	
	<i>Select 0.50 credit from the following (follow your specialization):</i>				
	VISUAL COMMUNICATION				
	MDST*3440 OR	Digital Graphic Design III	MDST*3120	0.5	
MDST*4240	Broadcast Studio Production	MDST*4170	0.5		

	DIGITAL MARKETING & SOCIAL MEDIA			
	MDST*3210 OR MDST*3240	Video Production I	9.0 CR, AHSS*1080, MDST*2110	0.5
		Crisis Communication and Reputation Management	9.0 CR, MDST*1200	0.5
	MEDIA BUSINESS AND MANAGEMENT			
	BADM*2000 OR MDST*3400	Human Resources Management	2.0 CR	0.5
		SEO Perspectives	9.0 CR	
Winter Semester 8 (W28)	MDST*4080 OR MDST*4400	Media in the Global Context	10.0 CR	0.5
		Special Topics in Media and Communication Studies	12.0 CR	0.5
	MDST*4210 OR MDST*4520	Media Practices II	14.0 CR, MDST*4000	1.0
		Media Studies Thesis II	minimum of 75% in (MDST*4410 or MDST*4510)	1.0
	<i>Select 1.0 credits from the following (follow your specialization):</i>			
	VISUAL COMMUNICATION			
	MDST*3490	Freelancing and Small Business Development for Media Professionals	14.00 CR	0.5
	MDST*3360 OR MDST*3260	New Worlds: Exploring XR	7.0 CR, (MDST*1050 or MDST*2080), (MDST*1080, MDST*1100 or MDST*1200)	0.5
		Art Direction and Production Design	MDST*3440	0.5
	DIGITAL MARKETING & SOCIAL MEDIA			
MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 CR	0.5	
MDST*3360 OR MDST*3430	New Worlds: Exploring XR	7.0 CR, (MDST*1050 or MDST*2080), (MDST*1080, MDST*1100 or MDST*1200)	0.5	
	Client Relations	AHS*1080, AHSS*2020, AHSS*3220, (MDST*1200 or MDST*1080), MDST*3330	0.5	
MEDIA BUSINESS AND MANAGEMENT				
BADM*4390	Relationship Marketing	BADM*2020	0.5	
MDST*4400 OR BADM*1020	Special Topics in Media and Communication Studies*	12.0 CR	0.5	
	Business Information Systems		0.5	

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

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/W
	MDST*2030	News Writing and Editing I	9.0 CR., AHSS*1080, MDST*1030, MDST*2110	0.5	F/W
	MDST*2050	News Writing and Editing II	MDST*2000, MDST*2030	0.5	F/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	F/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	F
	MDST*3410	Social Media Strategies	9.0 CR., MDST*1030, MDST*1090, MDST*2090, MDST*1080 or MDST*1200	0.5	W
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