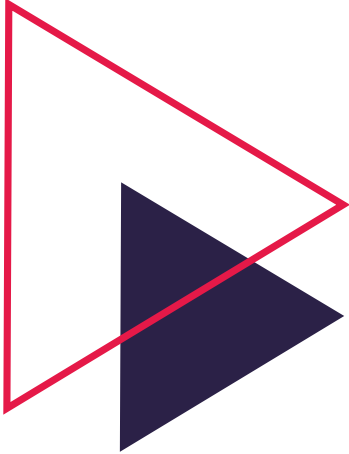


Program Overview:

Media & Communication Studies (Transfer)



You earn 2 credentials:

**HONOURS BACHELOR OF APPLIED ARTS
IN MEDIA & COMMUNICATION STUDIES**

from the University of Guelph



DIPLOMA IN MEDIA COMMUNICATIONS

from Humber

This is a sample of the courses you may be taking as part of the Media & Communication Studies program. You may be exempt from certain courses due to your transfer credit. If applicable, please consult your Transfer Credit Assessment in your Offer of Admission.

Please note 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.

Areas of Emphasis:

DMSM = Digital Marketing & Social Media

MJ = Multimedia Journalism

MMA = Media Management & Analytics

PR = Public Relations

VC = Visual Communication

Course descriptions are available at calendar.guelphhumber.ca.

Course Title
Introduction to Communication Theory & Mass Media
Writing and Research for Media & Communication Studies I
Organizational Behaviour & Teamwork
Introduction to Journalism & Digital Storytelling
Ethical Issues in Media
Introduction to Marketing & Public Relations
Freedom, Rights & the Media

<p align="center">One of the following: Subcultures in Mainstream Media; Introduction to Media Management; or Introduction to Photography¹</p>
<p align="center">Contemporary Narrative</p>
<p align="center">Visual Communication & Design</p>
<p align="center">Writing and Research for Media & Communication Studies II</p>
<p align="center">Social Media Issues & Perspectives</p>
<p align="center">Introduction to Data & the Information Society² OR Vive la Revolution: Alternate & Advocacy Media</p>
<p align="center">Presentations & Persuasion</p>
<p align="center">Transmedia Storytelling</p>
<p align="center">Power, Culture & the Individual</p>
<p align="center">Digital Graphic Design I³ OR Subcultures in Mainstream Media</p>
<p align="center">Law & the Media</p>
<p align="center">Digital Graphic Design II (VC) OR Introduction to Content Strategy (MJ, PR, MMA, DMSM)</p>
<p align="center">One of the following: News Gathering (MJ); Media Relations (PR); Image Processing: Capture & Manipulation (VC); or The Project Lifecycle (MMA, DMSM)</p>
<p align="center">One of the following: News Writing & Editing (MJ); Studio Lighting Fundamentals (VC); Writing for Public Relations (PR); Media Advertising (MMA); or Social Media Strategies (DMSM)</p>
<p align="center">One of the following: Introduction to Web Design (DMSM); Public Affairs (PR); Audio Journalism (MJ); Videography I (VC); Media Management Analytics I (MMA)</p>

Public Practice

One of the following:
Event Management (MMA);
Advanced Research Methods for Media & Communication Studies;
New Worlds: Exploring XR (MJ, VC, DMSM);
Photojournalism (MJ, VC); or
Client Relations (PR, DMSM, MMA)

One of the following:
Magazine Writing, Editing & Production (MJ);
Writing for Public Relations II (PR);
Professional Selling for Media (MMA);
Digital Graphic Design III (VC); or
Social Media Analytics (DMSM)

One of the following:
Specialized Reporting (MJ);
Event Management (PR);
Location Photography (VC);
Web Design II (DMSM); or
Media Management Analytics II (MMA)

One of the following:
Video Journalism (MJ);
Crisis Communications & Reputation Management (PR);
Media Organizational Leadership (MMA);
SEO Perspectives (DMSM); or
Videography II (VC)

Media & Communication Studies Internship

Media Practices I **OR** Media Studies Thesis I

One of the following:
Web Design III (DMSM);
Case Studies in Public Relations (PR);
Case Studies in Media Management & Analytics (MMA);
Multimedia Journalism Production (MJ); or
Videography III (VC)

Freelancing & Small Business Development for Media Professionals

Media in the Global Context

One of the following:
Art Direction and Production Design (VC);
Engagement & Social Media for Journalists (MJ);
Audits & Analysis (MMA);
Specialized Public Relations (PR); or
Web Design IV (DSMS)

Media Practices II OR Media Studies Thesis II

General electives

¹ Note: A prerequisite for VC specialization courses in years 3 and 4, and for Photojournalism.

² Note: A prerequisite for the MMA Specialization in years 3 and 4.

³ Note: A prerequisite for the VC Specialization in years 3 and 4.

Updated: October 2021

