

Program Overview: Media & Communication Studies

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in



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

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.

Semester	Course Title
1 (F)	Introduction to Communication Theory & Mass Media
	Writing and Research for Media & Communication Studies I
	Organizational Behaviour & Teamwork
	Introduction to Journalism & Digital Storytelling
	General Elective
2 (W)	Ethical Issues in Media
	Introduction to Marketing & Public Relations
	Freedom, Rights & the Media
	General Elective

2 (W)	<p style="text-align: center;">One of the following: Subcultures in Mainstream Media; Introduction to Media Management; or Introduction to Photography¹</p>
3 (F)	Contemporary Narrative
	Visual Communication & Design
	Writing and Research for Media & Communication Studies II
	Social Media Issues & Perspectives
	Introduction to Data & the Information Society ² OR Vive la Revolution: Alternate & Advocacy Media
4 (W)	Presentations & Persuasion
	Transmedia Storytelling
	Power, Culture & the Individual
	Digital Graphic Design I ³ OR Subcultures in Mainstream Media
	General Elective
5 (F)	Law & the Media
	Digital Graphic Design II (VC) OR Introduction to Content Strategy (MJ, PR, MMA, DMSM)
	<p style="text-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 style="text-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 style="text-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>	

6 (W)	Public Practice
	<p>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)</p>
	<p>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)</p>
	<p>One of the following: Specialized Reporting (MJ); Event Management (PR); Location Photography (VC); Web Design II (DMSM); or Media Management Analytics II (MMA)</p>
	<p>One of the following: Video Journalism (MJ); Crisis Communications & Reputation Management (PR); Media Organizational Leadership (MMA); SEO Perspectives (DMSM); or Videography II (VC)</p>
7 (F)	Media & Communication Studies Internship
	Media Practices I OR Media Studies Thesis I
	<p>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)</p>
8 (W)	Freelancing & Small Business Development for Media Professionals
	Media in the Global Context
	<p>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)</p>

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

