

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 **11.0 Core Media and Communication Studies credits, 3.0 Restricted Electives, 4.5 Specialization credits and 1.5 general elective credits**. Each course in the Media Studies program has 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 4510 Thesis I must meet the following prerequisites: 75% cumulative average, 15.00 credits, and receive consent from the Program Head. Students wishing to take MDST 4520 Thesis II must meet the following prerequisites: MDST 4510, 15.00 credits, and receive consent from the Program Head. 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 15.0 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, **Kelsey Orlando** in GH 108 (Student Services office), or call 416.798.1331 ext. 6288 to book an appointment or contact advisors@guelphhumber.ca
- 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
Semester 1 (F)	MDST*1020	Communications Perspective		0.5
	AHSS*1210	English I: Reading & Writing Effectively		0.5
	MDST*1100	Introduction to Journalism & Digital Storytelling		
	MDST*1070	Photography and Digital Imaging		0.5
	Various	General Elective		0.5
Semester 2 (W)	AHSS*1070	Film Study		0.5
	AHSS*1080	Ethical Issues		0.5
	AHSS*1090	Communication, Technology and Culture		0.5
	MDST*1200	Introduction to Marketing & Public Relations		0.5
	MDST*1030	Visual Communication and Design		0.5
Semester 3 F21	MDST*2080	Writing & Research for Media and Communications Studies II	2.00 CR; (1 of MDST 1080, MDST 1100, MDST*1200), (AHSS 1210 or MDST 1040)	0.5
	AHSS*2030	Contemporary Narrative	2.0 CR	0.5
	MDST*2090	Social Media Issues & Perspectives	MDST 1020, AHSS 1080	0.5
	MDST*2150 *OR MDST*2120	Introduction to 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
	Various	General Elective		0.5
Semester 4 W22	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 and Media Digital Graphic Design I	2.0 CR MDST*1030, <u>Core Course: VC</u>	0.5
	Various	General Elective		0.5

Semester 5 (F22)	AHSS*3220	Law and the Media	9.0 CR	0.5
	MULTIMEDIA JOURNALISM:			
	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
	DIGITAL MARKETING & SOCIAL MEDIA:			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1020; AHSS 1080; (MDST 1200 or MDST 1080); MDST 1030	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
	* DIGITAL COMMUNICATIONS (optional):			
	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*2210	Image Processing: Capture & Manipulation	MDST 1070	0.5
	MDST*3210	Videography I	10.00 CR	0.5
	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	Videography I	9.0 CR, MDST 2110	0.5
	MDST*3120	Digital Graphic Design II	9.0 CR; MDST 2070	0.5
	MEDIA MANAGEMENT & ANALYTICS:			
	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

Semester 5 (F22) (cont'd)	MDST*3340	Media Management Analytics I	9.0 CR, MDST 2150	0.5
	* MEDIA BUSINESS (optional):			
	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*3420	The Project Lifecycle	9.0 CR	0.5
	MDST*3270	Fundamentals of Media Marketing	AHSS 1080, MDST 2020 [(AHSS 1060, AHSS 2190) OR MDST 1020]	
	PUBLIC RELATIONS:			
	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
Semester 6 (W23)	MDST*3390	Public Practice	9.0 CR; AHSS 2020	0.5
	MULTIMEDIA JOURNALISM – ONE OF:			
	MDST*3380 *OR	Photojournalism	Restricted to MJ, VC; 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	Restricted to MJ, VC, DMSM; 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
	DIGITAL MARKETING & SOCIAL MEDIA – ONE OF:			
	MDST*3430 *OR	Client Relations	Restricted to PR, DMSM, MMA; 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		

Semester 6 (W23) (cont'd)	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	
	* DIGITAL COMMUNICATIONS (optional):				
	MDST*3450	Social Media Analytics	10.00 CR, MDST 2090	0.5	
	MDST*3250	Web Design II	9.0 CR, AHSS 3080	0.5	
	MDST*4170	Videography II	MDST*3210	0.5	
	VISUAL COMMUNICATION – ONE OF:				
	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	
	MDST*4170	Videography II	MDST 3210	0.5	
	MEDIA MANAGEMENT & ANALYTICS – ONE OF:				
	MDST*3430 *OR	Client Relations	<u>Restricted to PR, DMSM, MMA, MB</u> ; AHSS 1080, MDST 1200, AHSS 2020, MDST 3420, MDST 3330, AHSS 3220	0.5	
	MDST*3030 *OR	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 2080 or MDST 1050)		
	MDST*3190	Advanced Research Methods for Media & Communications Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040		

Semester 6 (W23) (cont'd)	MDST*3370	Professional Selling for Media	9.0 CR; AHSS 1080, MDST 2020 [(AHSS1060, AHSS 2190) OR MDST 1020], AHSS 2020, (MDST 1200 OR MDST 1080), MDST 3330	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
	* MEDIA BUSINESS (optional):			
	MDST*3370	Professional Selling for Media	9.0 CR; AHSS 1080, MDST 2020 [(AHSS 1060, AHSS 2190) OR MDST 1020], AHSS 2020, (MDST 1200 OR MDST 1080), MDST 3330	0.5
	MDST*3400	SEO Perspectives	9.0 CR	0.5
	MDST*3430	Client Relations	AHSS 1080, AHSS 2020, AHSS 3220, (MDST 1200 or MDST 1080) MDST 3330	0.5
	PUBLIC RELATIONS – ONE OF:			
	MDST*3430 *OR	Client Relations	Restricted to PR, DMSM, MMA; AHSS*1080,MDST*1200, AHSS*2020, MDST*3420, MDST*3330, AHSS*3220	0.5
	MDST*3190	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 1050)	0.5
	MDST*3240	Crisis Communications & Reputation Management	MDST 2040, MDST 3080, MDST 3060	0.5
Semester 7 (F23)	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
	*OR MDST*4000	Media Practices I	14.0 CR, MDST*3390, AHSS 3220	0.5
	ONE OF:			
	MDST*4040	Multimedia Journalism Production (MJ)	MDST 2000,MDST 2030, MDST 3180, MDST 3020	0.5
MDST*3350	Web Design III (DMSM)	MDST 3250	0.5	

Semester 7 (F23) (cont'd)	MDST 33*350 OR* MDST*4240	Web Design III (DC *optional)	MDST*3250	0.5
	MDST*4240	Videography III (DC *optional)	MDST*4170	0.5
	MDST*4240	Videography III (VC)	MDST 4170	0.5
	MDST*4030	Case Studies in Media Management (MMA)	14.0 CR, AHSS 2030	0.5
	MDST*3230	Fundamentals of Media Management (MB *optional)	AHSS 1080, MDST 2020, MDST 1020, MDST 1200	0.5
	MDST*4020	Case Studies in Public Relations (PR)	14.0 CR	0.5
Semester 8 (W24)	MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 CR, MDST*3390	0.5
	MDST*4080	Media in the Global Context	10.0 CR	0.5
	ONE OF:			
	MDST*4520	Media Thesis II	MDST 4410	1.0
	MDST*4210	Media Practices II	MDST 4000	1.0
	ONE OF:			
	MDST*3320	Engagement & Social Media for Journalists (MJ)	14.0 CR	0.5
	MDST*4090	Web Design IV (DMSM)	MDST 3350	0.5
	MDST*4090	Web Design IV (DC *optional)	MDST 3350	0.5
	MDST*3260	Art Direction and Production Design (VC)	MDST 3440	0.5
	MDST*3470	Audits and Analysis (MMA)	MDST 3330, MDST 3420	0.5
	MDST*3310	Organizational Leadership (MB *optional)	AHSS 1080, MDST 2020 [(AHSS 1060, AHSS 2190) or MDST 1020]	0.5
MDST*3480	Specialized Public Relations (PR)	14.0 CR	0.5	