

## 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 **10.5 Core Media and Communications Studies credits; 3.5 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 4510 Thesis I must meet the following prerequisites: 75% cumulative average, 14.00 credits, and receive consent from the Program Head. Students wishing to take MDST 4520 Thesis II must meet the following prerequisites: MDST 4510, 14.00 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](http://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, **Kelsey Orlando** in GH 108 (Student Services office), or call 416.798.1331 ext. 6288 to book an appointment or contact [advisors@guelphhumber.ca](mailto: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](mailto: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](http://www.guelphhumber.ca)) will serve as the official record.**

SEMESTER	COURSE CODE	COURSE TITLE	PREREQUISITES	CREDIT
FALL 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
	<b>Various</b>	<b>General Elective</b>		<b>0.5</b>
WINTER 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	Introduction to Photography	<u>Core Course: VC</u>	0.5
	MDST*1000 *OR	Introduction to Media Management	MDST 1020, MDST 1100	
	AHSS*2130	Subcultures in Mainstream Media	2.0 CR	
<b>Various</b>	<b>General Elective</b>		<b>0.5</b>	
FALL 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	Introduction to Data and the Information Society	2.0 CR; <u>Core Course: MMA</u>	0.5
	MDST*2120	Vive la Revolution: Alternative and Advocacy Media	AHSS 1080, MDST 1020, MDST 1100	
WINTER 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	Subcultures in Mainstream Media	2.0 CR	0.5
	MDST*2070	Digital Graphic Design I	MDST 1030, <u>Core Course: VC</u>	
	<b>Various</b>	<b>General Elective</b>		<b>0.5</b>

<b>FALL Semester 5</b>	AHSS*3220	Law and the Media	9.0 CR	0.5
	<b>MULTIMEDIA JOURNALISM:</b>			
	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, MDST1030, (MDST1050 OR MDST 2080); (MDST1080 OR MDST1100); AHSS 1080, MDST 1090, MDST 2110	0.5
	MDST*3180	Audio Journalism	9.0 CR, (MDST1050 OR MDST 2080); (MDST1080 OR MDST1100); AHSS 1080; MDST 2110	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR; MDST 1090	0.5
	<b>DIGITAL MARKETING &amp; SOCIAL MEDIA:</b>			
	MDST*3410	Social Media Strategies	9.0 CR, MDST 1020; AHSS 1080; (MDST 1200 or MDST 1080); MDST 1030, *MDST1090, MDST*2090	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR	0.5
	AHSS*3080	Introduction to Web Design	9.0 CR, MDST 1020, MDST 1030	0.5
	MDST*3420	The Project Lifecycle	9.0 CR; MDST 1090	0.5
	<b>VISUAL COMMUNICATION:</b>			
	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, MDST 1090	0.5
	MDST*3120	Digital Graphic Design II	9.0 CR, MDST 2070	0.5
	<b>MEDIA MANAGEMENT &amp; ANALYTICS:</b>			
	MDST*3420	The Project Lifecycle	9.0 CR; MDST 1090	0.5
	MDST*3280	Media Advertising	9.0 CR, AHSS1080, (MDST1200 OR MDST1080), MDST 1090	0.5
	MDST*3330	Introduction to Content Strategy	9.0 CR, MDST 1090	0.5
	MDST*3340	Media Management Analytics I	9.0 CR; MDST 2150, MDST 1090	0.5
	<b>PUBLIC RELATIONS:</b>			
	MDST*2040	Media Relations	9.0 CR; ([MDST 1080 or MDST 1200]); [MDST2080 or MDST1050], MDST 2090, MDST 2110, MDST1090	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; MDST 1090	0.5
	MDST*3060	Public Affairs	9.0 CR, (MDST2080 or MDST 1050); (MDST 1200 or MDST 1080); MDST 2020; MDST 1090	0.5

<b>WINTER Semester 6</b>	MDST*3390	Public Practice	9.0 CR; AHSS 2020, MDST 1090	0.5
	<b>MULTIMEDIA JOURNALISM – ONE OF:</b>			
	MDST*3380 *OR	Photojournalism	Restricted to MJ, VC; MDST1100, MDST1030, MDST1070	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communication Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360 *OR	New Worlds: Exploring XR	Restricted to MJ, VC, DMSM; 7.0 CR (MDST 2080 or MDST1050); (MDST 1100, MDST 1200 or MDST 1080); AHSS 2030	
	MDST*3000	Magazine Writing, Editing and Production	MDST 2000, MDST 2030, 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
	<b>DIGITAL MARKETING &amp; SOCIAL MEDIA – ONE OF:</b>			
	MDST*3430 *OR	Client Relations	Restricted to PR, DMSM, MMA; AHSS 1080, AHSS 2020, AHSS 3220, (MDST 1200 or MDST 1080), MDST 3330, MDST 3420	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communication Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360 *OR	New Worlds: Exploring XR	Restricted to MJ, VC, DMSM; 7.0 CR (MDST 2080 or MDST1050); (MDST 1100, MDST1200 or MDST 1080); AHSS 2030	
	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	AHSS 3080	0.5
	<b>VISUAL COMMUNICATION – ONE OF:</b>			
	MDST*3380 *OR	Photojournalism	Restricted to MJ, VC; MDST1100, MDST1030, MDST1070	0.5
	MDST*3190 *OR	Advanced Research Methods for Media & Communication Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040	
	MDST*3360 *OR	New Worlds: Exploring XR	Restricted to MJ, VC, DMSM; 7.0 CR (MDST 2080 or MDST1050); (MDST 1100, MDST1200 or MDST 1080); AHSS 2030	

<b>WINTER Semester 6 (cont'd)</b>	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	
	<b>MEDIA MANAGEMENT &amp; ANALYTICS – ONE OF:</b>				
	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*3030 *OR	Event Management	9.0 CR (MDST 1080 or MDST 1200), (MDST 2080 or MDST 1050)		
	MDST*3190 *OR	Advanced Research Methods for Media & Communication Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040		
	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	
	<b>PUBLIC RELATIONS – ONE OF:</b>				
	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 & Communication Studies	10.0 CR; MDST1020, (MDST2080 or MDST1050), AHSS1080, MDST 2020, AHSS 2020, MDST 3040		
	MDST*3170	Writing for Public Relations 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		

FALL Semester 7	MDST*4010	Media and Communication Studies Internship	14.0 CR	1.5
	<b>ONE OF:</b>			
	MDST*4410  *OR MDST*4000	Media Thesis I	14.0 CR, MDST*3190 75% CGPA, Program Head Approval	0.5
		Media Practices I	14.0 CR	0.5
	<b>ONE OF:</b>			
	MDST*4040	Multimedia Journalism Production ( <b>MJ</b> )	MDST 2000, MDST 2030, MDST 3180, MDST 3020	0.5
	MDST*3350	Web Design III ( <b>DMSM</b> )	MDST 3250	0.5
	MDST*4240	Videography III ( <b>VC</b> )	MDST 4170	0.5
	MDST*4030	Case Studies in Media Management & Analytics ( <b>MMA</b> )	14.0 CR, AHSS 2030	0.5
	MDST*4020	Case Studies in Public Relations ( <b>PR</b> )	14.0 CR	0.5
	WINTER Semester 8	MDST*3490	Freelancing and Small Business Development for Media Professionals	14.0 CR
MDST*4080		Media in the Global Context	10.0 CR	0.5
<b>ONE OF:</b>				
MDST*4520		Media Thesis II	MDST 4410	1.0
MDST*4210		Media Practices II	MDST 4000	1.0
<b>ONE OF:</b>				
MDST*3320		Engagement & Social Media for Journalists ( <b>MJ</b> )	14.0 CR	0.5
MDST*4090		Web Design IV ( <b>DMSM</b> )	MDST 3350	0.5
MDST*3260		Art Direction & Production Design ( <b>VC</b> )	MDST 3440	0.5
MDST*3470		Audits and Analysis ( <b>MMA</b> )	MDST 3330, MDST 3420	0.5
MDST*3480		Specialized Public Relations ( <b>PR</b> )	14.0 CR	0.5

**NOTE:**

**Summer Semesters:** Optional Courses available for all specializations are:

- **General Electives**

**Summer Semester prior to Semester 7:** Optional Courses available for all specializations are:

- **MDST\*4510 Media Thesis I; MDST\*4010 Media and Communication Studies Internship**

**Winter Semester 8:** Optional Course available for all specializations are:

- **MDST\*4010 Media and Communication Studies Internship**