

## Future Students' Program Outline: Media & Communication Studies

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. Links provided where possible for course outlines.

Students declare a specialization at the end of their second year.

Semester	Course Title
1 (F)	<u><a href="#">Introduction to Communication Theory &amp; Mass Media</a></u>
	Organizational Behaviour & Teamwork
	<u><a href="#">Introduction to Journalism &amp; Digital Storytelling</a></u>
	Writing & Research for Media and Communications Studies I
	General Elective
2 (W)	<u><a href="#">Ethical Issues in Media</a></u>
	<u><a href="#">Freedom, Rights &amp; Media</a></u>
	<u><a href="#">Introduction to Marketing &amp; Public Relations</a></u>
	<u><a href="#">Introduction to Photography</a></u> OR Introduction to Media Management OR <u><a href="#">Subcultures in Mainstream Media</a></u>
	General Elective
3 (F)	<u><a href="#">Writing &amp; Research for Media &amp; Communications Studies II</a></u>
	Social Media Issues & Perspectives
	<u><a href="#">Visual Communication &amp; Design</a></u>
	<u><a href="#">Contemporary Narrative</a></u>
	Introduction to Data & the Information Society OR Vive la Revolution: Alternative & Advocacy Media

4 (W)	<u>Presentations &amp; Persuasion</u>
	Transmedia Storytelling
	<u>Power, Culture &amp; the Individual</u>
	<u>Subcultures in Mainstream Media</u> OR <u>Digital Graphic Design I</u>
	General Elective
5 (F)	<u>Law &amp; the Media</u>
	<b>SPECIALIZATION: MULTIMEDIA JOURNALISM (MJ)</b>
	<u>News Gathering</u>
	<u>News Editing &amp; Writing</u>
	<u>Audio Journalism</u>
	Introduction to Content Strategy
	<b>SPECIALIZATION: DIGITAL MARKETING &amp; SOCIAL MEDIA (DMSM)</b>
	Social Media Strategies
	Introduction to Content Strategy
	<u>Introduction to Web Design</u>
	The Project Lifecycle
	<b>SPECIALIZATION: VISUAL COMMUNICATION (VC)</b>
	<u>Studio Lighting Fundamentals</u>
	<u>Image Processing: Capture &amp; Manipulation</u>
	<u>Videography I</u>
	<u>Digital Graphic Design II</u>
	<b>SPECIALIZATION: MEDIA MANAGEMENT &amp; ANALYTICS (MMA)</b>
	The Project Lifecycle
	<u>Media Advertising</u>
	Introduction to Content Strategy
	Media Management Analytics I
	<b>SPECIALIZATION: PUBLIC RELATIONS (PR)</b>
	<u>Media Relations</u>
<u>Writing for Public Relations I</u>	
Introduction to Content Strategy	
<u>Public Affairs</u>	
6 (W)	Public Practice
	<b>SPECIALIZATION: MULTIMEDIA JOURNALISM (MJ)</b>
	Photojournalism OR Advanced Research Methods for Media & Communication Studies

	OR
	New Worlds: Exploring XR
	<u>Magazine Writing, Editing &amp; Production</u>
	<u>Specialized Reporting</u>
	<u>Video Journalism</u>
	<b>SPECIALIZATION: DIGITAL MARKETING &amp; SOCIAL MEDIA (DMSM)</b>
	Client Relations
	OR
	Advanced Research Methods for Media & Communication Studies
	OR
	New Worlds: Exploring XR
	Social Media Analytics
	SEO Perspectives
	<u>Web Design II</u>
	<b>SPECIALIZATION: VISUAL COMMUNICATIONS (VC)</b>
	Photojournalism
	OR
	Advanced Research Methods for Media & Communication Studies
	OR
	New Worlds: Exploring XR
	Digital Graphic Design III
	<u>Location Photography</u>
	<u>Videography II</u>
	<b>SPECIALIZATION: MEDIA MANAGEMENT &amp; ANALYTICS (MMA)</b>
	Client Relations
	OR
	<u>Event Management</u>
	OR
	Advanced Research Methods for Media & Communication Studies
	<u>Professional Selling for Media</u>
	Media Management Analytics II
	<u>Media Organizational Leadership</u>
	<b>SPECIALIZATION: PUBLIC RELATIONS (PR)</b>
	Client Relations
	OR
	Advanced Research Methods for Media & Communication Studies
	<u>Writing for Public Relations II</u>
	<u>Event Management</u>
	Crisis Communications & Reputation Management

7 (F)	Media & Communication Studies Internship
	Media Thesis I OR Media Practices I
	<u>Multimedia Journalism Production (MJ)</u> OR <u>Web Design III (DMSM)</u> OR <u>Videography III (VC)</u> OR Case Studies in Media Management & Analytics (MMA) OR Case Studies in Public Relations (PR)
8 (W)	Freelancing & Small Business Development for Media Professionals
	<u>Media in the Global Context</u>
	Media Thesis II OR Media Practices II
	Engagement & Social Media for Journalists (MJ) OR Web Design IV (DMSM) OR <u>Art Direction &amp; Production Design (VC)</u> OR Audits & Analysis (MMA) OR Specialized Public Relations (PR)