

Future Students' Program Outline: Media & Communication Studies Transfer

This is a list of the courses you may be taking as part of the Media & Communication Studies Program. Please note that 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. Courses are colour blocked by the semesters they are offered in (blue = fall, white = winter). A program plan will be made available for enrolled students, and should be used for course sequencing and planning purposes. Students declare a specialization at the end of their second year.

Course Title
<u>Introduction to Communication Theory & Mass Media</u>
Organizational Behaviour & Teamwork
<u>Introduction to Journalism & Digital Storytelling</u>
Writing & Research for Media and Communications Studies I
General Elective
<u>Ethical Issues in Media</u>
<u>Freedom, Rights & Media</u>
<u>Introduction to Marketing & Public Relations</u>
<u>Introduction to Photography</u> OR Introduction to Media Management OR <u>Subcultures in Mainstream Media</u>
General Elective
<u>Writing & Research for Media & Communications Studies II</u>
Social Media Issues & Perspectives
<u>Visual Communication & Design</u>
<u>Contemporary Narrative</u>
Introduction to Data & the Information Society OR Vive la Revolution: Alternative & Advocacy Media

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

<u>Video Journalism</u>
SPECIALIZATION: DIGITAL MARKETING & SOCIAL MEDIA (DMSM)
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>
SPECIALIZATION: VISUAL COMMUNICATIONS (VC)
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>
SPECIALIZATION: MEDIA MANAGEMENT & ANALYTICS (MMA)
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>
SPECIALIZATION: PUBLIC RELATIONS (PR)
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

Media & Communication Studies Internship
Media Thesis I OR <u>Media Practices I</u>
<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)
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 & Production Design (VC)</u> OR Audits & Analysis (MMA) OR Specialized Public Relations (PR)

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