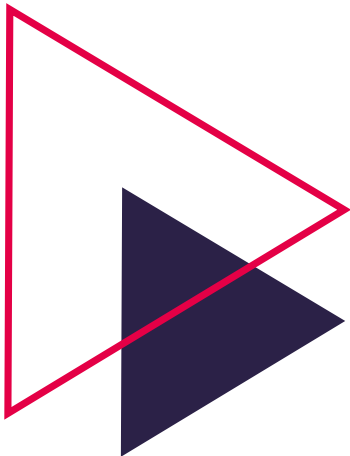


Program Overview:

Media & Communication Studies (Transfer)



You earn 2 credentials:

**HONOURS BACHELOR OF APPLIED ARTS
IN MEDIA & COMMUNICATION STUDIES**
from the University of Guelph



DIPLOMA IN MEDIA COMMUNICATIONS
from Humber

This is a sample of the courses you may be taking as part of the Media & Communication Studies program. 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: The program is currently undergoing some changes and an updated program overview will be available in early 2024.

Specializations:

DMSM = Digital Marketing & Social Media **PR** = Public Relations **MJ** = Multimedia Journalism
MMA = Media Management & Analytics **VC** = Visual Communication

Course descriptions are available at calendar.guelphhumber.ca.

Course Title
Introduction to Communication Theory & Mass Media
Writing and Research for Media & Communication Studies I
Organizational Behaviour & Teamwork
Introduction to Journalism & Digital Storytelling
Ethical Issues in Media
Introduction to Marketing & Public Relations
Freedom, Rights & the Media

<p>One of the following: Subcultures in Mainstream Media; Introduction to Media Management; or Introduction to Photography</p>	
Contemporary Narrative	
Visual Communication & Design	
Writing and Research for Media & Communication Studies II	
Social Media Issues & Perspectives	
Introduction to Data & the Information Society OR Vive la Revolution: Alternate & Advocacy Media	
Presentations & Persuasion	
Transmedia Storytelling	
Power, Culture & the Individual	
Digital Graphic Design I OR Subcultures in Mainstream Media	
General Elective	
Law & the Media	
<p>Specialization - MJ: News Gathering; News Editing & Writing; Audio Journalism; and Introduction to Content Strategy</p>	<p>Specialization - MMA: The Project Lifecycle; Media Advertising; Introduction to Content Strategy; and Media Management Analytics I</p>
<p>Specialization - PR: Media Relations; Writing for Public Relations I; Public Affairs; and Introduction to Content Strategy</p>	<p>Specialization - DMSM: Social Media Strategies; Introduction to Content Strategy; Introduction to Web Design; and The Project Lifecycle</p>
<p>Specialization - VC: Studio Lighting Fundamentals; Image Processing: Capture & Manipulation; Videography I; and Digital Graphic Design II</p>	

Public Practice
<p>Specialization - MJ: Magazine Writing, Editing & Production; Specialized Reporting; Video Journalism; and One of: Photojournalism, New Worlds: Exploring XR or Advanced Research Methods for Media & Communication Studies</p>
<p>Specialization - DMSM: Social Media Analytics; SEO Perspectives; Web Design II; and One of: Client Relations, New Worlds: Exploring XR or Advanced Research Methods for Media & Communication Studies</p>
<p>Specialization - VC: Digital Graphic Design III; Location Photography; Videography II; and One of: Photojournalism, New Worlds: Exploring XR or Advanced Research Methods for Media & Communication Studies</p>
<p>Specialization - MMA: Professional Selling for Media; Media Management Analytics II; Media Organizational Leadership; and One of: Client Relations, Event Management or Advanced Research Methods for Media & Communication Studies</p>
<p>Specialization - PR: Writing for Public Relations II; Event Management; Crisis Communications & Event Management; and One of: Client Relations OR Advanced Research Methods for Media & Communication Studies</p>
Media & Communication Studies Internship
Media Thesis I OR Media Practices I
<p>One of the following: Multimedia Journalism Production (MJ); Web Design III (DMSM); Videography III (VC); Case Studies in Media Management & Analytics (MMA); or Case Studies in Public Relations (PR)</p>
Freelancing & Small Business Development for Media Professionals
Media in the Global Context

Media Practices II **OR** Media Studies Thesis II

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)

Updated: February 2023