Program Overview:
Media & Communication Studies

UNIVERSITY OF GUELPH
HUMBER
TORONTO, ON

more in 4

2 credentials in 4 years

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

+

DIPLOMA IN MEDIA COMMUNICATIONS
from Humber

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.

Areas of Emphasis:

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

Course descriptions are available at calendar.guelphhumber.ca.

Semester	Course Title
1 (F)	Introduction to Communication Theory & Mass Media
	Writing and Research for Media & Communication Studies I
	Organizational Behaviour & Teamwork
	Introduction to Journalism & Digital Storytelling
	General Elective
2 (W)	Ethical Issues in Media
	Introduction to Marketing & Public Relations
	Freedom, Rights & the Media
	General Elective

2 (W)	**One of the following:** Subcultures in Mainstream Media; Introduction to Media Management; or Introduction to Photography
3 (F)	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
4 (W)	Presentations & Persuasion
	Transmedia Storytelling
	Power, Culture & the Individual
	Digital Graphic Design I **OR** Subcultures in Mainstream Media
	General Elective
5 (F)	Law & the Media
	Specialization - MJ: News Gathering; News Editing & Writing; Audio Journalism; and Introduction to Content Strategy **Specialization - MMA:** The Project Lifecycle; Media Advertising; Introduction to Content Strategy; and Media Management Analytics I **Specialization - PR:** Media Relations; Writing for Public Relations I; Public Affairs; and Introduction to Content Strategy **Specialization - DMSM:** Social Media Strategies; Introduction to Content Strategy; Introduction to Web Design; and The Project Lifecycle **Specialization - VC:** Studio Lighting Fundamentals; Image Processing: Capture & Manipulation; Videography I; and Digital Graphic Design II

6 (W)	Public Practice
	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
	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
	Specialization - VC: Digital Graphic Design III; Location Photography; Videography II; and One of: Photojournalism, New Worlds: Exploring XR or Advanced Research Methods for Media & Commication Studies
	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
	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
7 (F)	Media & Communication Studies Internship
	Media Thesis I **OR** Media Practices I
	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)
8 (W)	Freelancing & Small Business Development for Media Professionals
	Media in the Global Context

8 (W)	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