

Program Overview:

Media & Communication Studies



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: The program is currently undergoing some changes and an updated program overview will be available in early 2024.

Specializations:

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	
	<div> Specialization - MJ: News Gathering; News Editing & Writing; Audio Journalism; and Introduction to Content Strategy </div> <div> Specialization - MMA: The Project Lifecycle; Media Advertising; Introduction to Content Strategy; and Media Management Analytics I </div> <div> Specialization - PR: Media Relations; Writing for Public Relations I; Public Affairs; and Introduction to Content Strategy </div> <div> Specialization - DMSM: Social Media Strategies; Introduction to Content Strategy; Introduction to Web Design; and The Project Lifecycle </div> <div> Specialization - VC: Studio Lighting Fundamentals; Image Processing: Capture & Manipulation; Videography I; and Digital Graphic Design II </div>	

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 & Communication 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
	<p>One of the following:</p> <p>Art Direction and Production Design (VC); Engagement & Social Media for Journalists (MJ); Audits & Analysis (MMA); Specialized Public Relations (PR); or Web Design IV (DSMS)</p>

Updated: February 2023