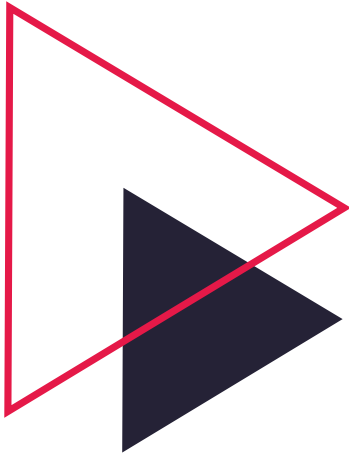


Program Outline:

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 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 (white = fall, purple = 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.

Specializations:

DMSM = Digital Marketing & Social Media

MJ = Multimedia Journalism

MMA = Media Management & Analytics

PR = Public Relations

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
Elective

Ethical Issues in Media
Introduction to Marketing & Public Relations
Freedom, Rights & the Media
Elective
One of the following: Subcultures in Mainstream Media; Introduction to Media Management; or Introduction to Photography
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
Elective
Law & the Media
Digital Graphic Design II (VC) OR Introduction to Content Strategy (MJ, PR, MMA, DMSM)
One of the following: News Gathering (MJ); Media Relations (PR); Image Processing: Capture & Manipulation (VC); or The Project Lifecycle (MMA, DMSM)
One of the following: News Writing & Editing (MJ); Studio Lighting Fundamentals (VC); Writing for Public Relations (PR); Media Advertising (MMA); or Social Media Strategies (DMSM)

One of the following:

Introduction to Web Design (DMSM);
Public Affairs (PR);
Audio Journalism (MJ);
Videography I (VC);
Media Management Analytics I (MMA)

Public Practice

One of the following:

Event Management (MMA);
Advanced Research Methods for Media & Communication Studies;
New Worlds: Exploring XR (MJ, VC, DMSM);
Photojournalism (MJ, VC); or
Client Relations (PR, DMSM, MMA)

One of the following:

Magazine Writing, Editing & Production (MJ);
Writing for Public Relations II (PR);
Professional Selling for Media (MMA);
Digital Graphic Design III (VC); or
Social Media Analytics (DMSM)

One of the following:

Specialized Reporting (MJ);
Event Management (PR);
Location Photography (VC);
Web Design II (DMSM); or
Media Management Analytics II (MMA)

One of the following:

Video Journalism (MJ);
Crisis Communications & Reputation Management (PR);
Media Organizational Leadership (MMA);
SEO Perspectives (DMSM); or
Videography II (VC)

Media & Communication Studies Internship

Media Practices I **OR** Media Studies Thesis I

One of the following:

Web Design III (DMSM);
Case Studies in Public Relations (PR);
Case Studies in Media Management & Analytics (MMA);
Multimedia Journalism Production (MJ); or
Videography III (VC)

Freelancing & Small Business Development for Media Professionals

Media in the Global Context

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)

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

Updated: August 2021

