

Media Communications (BA)

This program is offered by the School of Communications/ Communications and Journalism Department.

Program Description

The BA in media communications enables students to become familiar with several areas within the communications curriculum. Students will take a core that will ground them in media theory, writing and production, and then select a 12-hour concentration within the programs of the School of Communications.

Learning Outcomes

Successful graduates of this program will be able to:

- Critically analyze media messages.
- Demonstrate strategic use of media in context.
- Demonstrate creative problem solving through the application of professional knowledge and skills.

Portfolio Review Course Requirements

Students must pass a portfolio review, ordinarily in their junior year. To be eligible for the review, students must complete 15 credit hours in the School of Communications, including MEDC 1010, EPMD 1000 or JOUR 1020, and nine additional hours within the School of Communications.

Degree Requirements

A minimum of 128 credit hours consisting of the following:

- 39 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- EPMD 1000 Introduction to Media Production (3 hours)
or JOUR 1020 Introduction to Media Production for Journalists (3 hours)
- MEDC 1010 Introduction to Mass Communications (3 hours)
- MEDC 1050 Introduction to Media Writing (3 hours)
or JOUR 1030 Fundamentals of Reporting (3 hours)
- MEDC 1630 Media Literacy (3 hours)
- MEDC 2200 Ethics in the Media (3 hours)
- MEDC 2800 Cultural Diversity in the Media (3 hours)
or MEDC 3260 International Communications (3 hours)
- MEDC 4100 The Law and the Media (3 hours)
- SPCM 1280 Interpersonal Communications (3 hours)
- MEDC 4620 Senior Overview/Thesis* (3-6 hours)
or MEDC 4950 Internship** (3 hours)

*Webster University Vienna students must select the thesis option.

**Capstone Course - student must earn a grade of no less than B.

In addition, students will choose a 12-credit concentration in any one of the disciplines in the School of Communications (ADVT, ANIM, AUDI, FLST, FTVP, GAME, INTM, JOUR, MEDC, PBRL, PHOT, SCPT, SPCM, SPTC). At least 6 hours of those 12 must be at the 3000-level or above. The remaining 6 hours must be in any one of the disciplines in the School of Communications. (ADVT, ANIM, AUDI, FLST, FTVP, GAME, INTM, JOUR, MEDC, PBRL, PHOT, SCPT, SPCM, SPTC).

Students may petition to complete a professional media practicum (internship) or senior overview with a focus in their area of concentration.

As part of their concentration, Webster University Vienna students must complete 3 additional hours of MEDC 4620 Senior Overview/Thesis and 3 hours of research methods (e.g., MEDC 3190 Introduction to Media Research). The remaining 6 hours must be in any one of the disciplines in the School of Communications (ADVT, ANIM, AUDI, FLST, FTVP, GAME, INTM, JOUR, MEDC, PBRL, PHOT, SCPT, SPCM, SPTC).

Students at all other campus locations may also select this option.