

B.A. IN MEDIA AND CULTURE

Curriculum

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS (https://catalog.wcupa.edu/undergraduate/general-education-requirements/)		
Academic Foundations		
	First Year Experience requirement	4
	English Composition requirement ¹	6-4
	Mathematics requirement	3-4
	Interdisciplinary requirement	3
	Diverse Communities requirement	3
	Ethics requirement	3
Distributed Disciplinary Foundations		
	Science requirement	6-8
	Behavioral & Social Science requirement	6
	Humanities requirement	6
	Arts requirement	3
ADDITIONAL BACCALAUREATE REQUIREMENTS (https://catalog.wcupa.edu/undergraduate/general-education-requirements/)		
University Requirements		
	Writing Emphasis requirement	9
	Speaking Emphasis requirement	9
Degree Requirements		
	Language/Culture requirement	0-15
	Demonstrating language proficiency through the intermediate level (202) or demonstrating language through the elementary II (102) level of a language and further acquiring a cultural foundation	
	Capstone requirement	1-15
MAJOR REQUIREMENTS		
Major Core Courses ^{2,3}		
MDC 250	Intercultural Communication	3
MDC 251	Media Technology ⁴	3
MDC 252	Media Writing	3
MDC 253	Media Literacy	3
MDC 254	Media & Culture Theory	3
MDC 255	Mass Communication Research Methods	3
Concentrations ²		
	Students will work with their advisors to select six appropriate courses from the three concentration areas: Culture, Production, and Strategic Communication. At least three courses must be from one of the concentrations. The remaining courses can be from that same concentration or either of the other two concentrations.	18
Culture Concentration		
MDC 314	Games Culture and Theory	
MDC 316	Mediated Communication: The Internet, Culture, and Society	
MDC 322	Culture and Organizations	
MDC 350	Advanced Intercultural Communication	
MDC 360	African American Culture and Communication	
MDC 420	Mass Media & Social Protest	

MDC 422	Consulting for Careers in Media and Culture
MDC 470	Intercultural Communication Training
MDC 490	Special Topics Seminar in Culture
MDC 493	Directed Studies in Media and Culture

Production Concentration

CSW 131	Introduction to Web Design
MDC 203	The Philadelphia Media Experience
MDC 211	Introduction to Sports Media Production
MDC 217	Introduction to Video Production
MDC 317	Advanced Video Production
MDC 308	Multimedia Performance
MDC 320	Communication on Television and Radio

HON 320	Honors Seminar: Global Issues
MDC 411	Advanced Sports Media Production
MDC 491	Special Topics Seminar in Production
MDC 493	Directed Studies in Media and Culture

Strategic Communication Concentration

MDC 311	Communication Professions in Sports
MDC 321	Search Engine Optimization Management
MDC 323	Media Audiences
MDC 325	Strategic Social Media
MDC 355	Introduction to Public Relations
MDC 370	Event Production Using Media
MDC 375	Communicating Through Risk and Crisis
MDC 421	Content Strategy
MDC 423	Media Campaigns
MDC 455	Public Relations Management
MDC 460	Communication and Advertising
MDC 492	Special Topics Seminar in Strategic Communication
MDC 493	Directed Studies in Media and Culture

Capstone Requirement ²

Students will select from either the Internship Experience in Media & Culture (MDC 494) or the Media Practicum Experience (MDC 495) for their Capstone Requirement.		3
MDC 494	Internship in Media and Culture ⁵	
MDC 495	Media & Culture Capstone Practicum ⁵	

Student Electives

Courses selected in consultation with advisor to meet career objectives (can include a selected minor)	21-24
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Total Minimum Credits Required 120

Accelerated B.A. in Media and Culture to M.A. in Communication Studies Program

Any Media and Culture major with a 3.0 cumulative GPA or higher who has completed at least 84 credits may substitute up to 12 credits to be applied to the required core and the 15 credit hours required from departmental offerings towards the undergraduate degree. Those credits will also apply toward the M.A. program in Communication Studies.

Code	Title	Credits
Required Courses ⁶		
COM 501	Theoretic Perspectives On Human Communication	3
COM 502	Communication Research Methods	3
Elective Courses		
Select up to 6 credits from the following:		6
COM 500	Communication And Leadership	
COM 503	Communication & Persuasive Influence	
COM 505	Rhetoric And Leadership	
COM 506	Communications In Small Groups	
COM 508	Special Topics Seminar	
COM 509	Communication & Conflict Resolution	
COM 510	Culture, Media And Representation	
COM 511	Understanding Close Relationships	
COM 520	Political Communication	
COM 530	Advances In Nonverbal Communication	
COM 535	Communication Competence	
COM 550	Listening: Verbal & Nonverbal Perception	
COM 551	Public Relations Research And Writing	
COM 561	Strategic Media Content	
COM 563	Visual Communication	
COM 570	Conc Foundations Comm Train & Devel	
COM 575	Seminar On Speech Pedagogy	

¹ To encourage B.A. in Media & Culture majors to further develop written competence, a grade of C or better is required in WRT 120 and the 200-level composition course.

² A grade of C or better must be earned in any MDC course in order for it to meet a department requirement. Also, a 2.5 average or better must be earned in the aggregate of lower- and upper-division courses before graduation will be recommended.

³ Students who exhaust their course repeat options and have not earned a grade of C or better in all the prerequisite MDC courses will be advised that they will not be able to complete the requirements for a B.A. in Media & Culture. The department chairperson will offer an exit interview and help them to identify available alternatives.

⁴ ART 113 can be used instead of MDC 251.

⁵ This course fulfills the Capstone requirement.

⁶ COM 501 and COM 502 are required as part of the 12 allowed graduate credits but do not have to be completed before electives. However, early completion is encouraged.

Sample Course Plan

To track their individual degree progress, students are advised to access their Degree Audit via RamPortal regularly. For more information, visit the Degree Audit FAQ webpage (<https://www.wcupa.edu/academicEnterpriseSystems/student-system-modernization/degree-audit-faqs.aspx>).

The following is a sample suggested course sequence for this program; course offerings and availability are not guaranteed. Students should consult their academic advisor with any questions.

Course	Title	Credits
Year One		
Semester One		
MDC 250	Intercultural Communication	3
MDC 251	Media Technology	3
WRT 120	Effective Writing I	3
FYE 100X	First Year Experience	4
Foreign Language 101		3
Credits		16
Semester Two		
MDC 252	Media Writing	3
MAT 103	Introduction to Mathematics	3
or above		
WRT 2XX	200-Level WRT Course	3
Foreign Language 102		3
Gen Ed Course		3
Credits		15
Year Two		
Semester Three		
MDC 253	Media Literacy	3
MDC 254	Media & Culture Theory	3
Foreign Language 201 or Culture Cluster I		3
Gen Ed Course		3
Gen Ed Course		3
Credits		15
Semester Four		
MDC 255	Mass Communication Research Methods	3
Foreign Language 202 or Culture Cluster II		3
Gen Ed Course		3
Gen Ed Course		3
Gen Ed Course		3
Credits		15
Year Three		
Semester Five		
MDC XXX	Concentration Elective 1	3
Gen Ed Course		3
Gen Ed Course		3
Gen Ed Course		3
Free Elective (may include potential minor or other courses selected to support student's self-growth and professional development)		3
Credits		15
Semester Six		
MDC XXX	Concentration Elective 2	3
MDC XXX	Concentration Elective 3	3
Culture Cluster III (if applicable)		3
Gen Ed Course		3
Gen Ed Course		3
Credits		15
Year Four		
Semester Seven		
MDC XXX	Concentration Elective 4	3
MDC XXX	Concentration Elective 5	3
Gen Ed Course		3
Free Elective		3
Free Elective		3
Credits		15

Semester Eight		
MDC 494 or MDC 495	Internship in Media and Culture or Media & Culture Capstone Practicum	3
MDC XXX	Concentration Elective 6	3
Free Elective		3
Free Elective		3
Free Elective		3
Credits		15
Total Credits		121