

B.A. IN MEDIA AND CULTURE

College of Arts and Humanities

Curriculum

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS (http://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 (http://catalog.wcupa.edu/undergraduate/general-education-requirements/)		
University Requirements		
	Writing Emphasis requirement	9
	Speaking Emphasis requirement	9
Degree Requirements		
	Language/Culture requirement ²	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 ^{3,4}		
MDC 250	Intercultural Communication	3
MDC 251	Media Technology ⁵	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 ³		
	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 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 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 ³

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 ⁶
MDC 495	Media & Culture Capstone Practicum ⁶

Student Electives

Courses selected in consultation with advisor to meet career objectives (can include a selected minor) 21-24

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 ⁷		
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 is required in the 202-level course in another language. If a major employs the culture cluster option to fulfill their language requirement, a C- or better is required in the 102-level of the language and in each of the culture cluster courses.
- ³ 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.
- ⁴ 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.
- ⁵ ART 113 can be used instead of MDC 251.
- ⁶ This course fulfills the Capstone requirement.
- ⁷ 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 Progress Report (DPR) via myWCU regularly. For more information, visit wcupa.edu/DegreeProgressReport (<http://wcupa.edu/degreeprogressreport/>).

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		
Fall		
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

Spring

MDC 252	Media Writing	3
MAT 103	Introduction to Mathematics or above	3
WRT 2XX	200-Level WRT Course	3
Foreign Language 102		3
Gen Ed Course		3

Credits 15

Year Two

Fall

MDC 253	Media Literacy	3
MDC 254	Media & Culture Theory	3
Foreign Language 201	or Culture Cluster 1	3
Gen Ed Course		3
Gen Ed Course		3

Credits 15

Spring

MDC 255	Mass Communication Research Methods	3
Foreign Language 202	or Culture Cluster 2	3
Gen Ed Course		3
Gen Ed Course		3
Gen Ed Course		3

Credits 15

Year Three

Fall

MDC XXX	Upper Level 1	3
MDC XXX	Applied Area	3
MDC XXX	Applied Area	3
Gen Ed Course		3
Gen Ed Course		3

Credits 15

Spring

MDC XXX	Upper Level 2	3
MDC XXX	Upper Level 3	3
Culture Cluster 3 (if applicable)		3
Gen Ed Course		3
Gen Ed Course		3

Credits 15

Year Four

Fall

MDC XXX	Upper Level 4	3
MDC XXX	Upper Level 5	3
MDC XXX	Applied Area	3
MDC XXX	Applied Area	3
Gen Ed Course		3

Credits 15

Spring

MDC 494	Internship in Media and Culture or MDC 495 or Media & Culture Capstone Practicum	3
MDC XXX	Upper Level 6	3

MDC XXX	Applied Area	3
MDC XXX	Applied Area	3
Gen Ed Course		3
	Credits	15
	Total Credits	121
