

MINOR IN MEDIA AND CULTURE

Curriculum

Students must complete a minimum of six credits of advanced standing coursework in their minor.*

Code	Title	Credits
Core ¹		
MDC 250	Intercultural Communication	3
MDC 251	Media Technology	3
Elective ¹		
Choose one of the following courses:		3
MDC 252	Media Writing	
MDC 253	Media Literacy	
MDC 254	Media & Culture Theory	
MDC 255	Mass Communication Research Methods	
Focus Areas ¹		
Select 9 credits from the courses listed below. At least two courses must be from one of the focus areas. ²		9
Culture Focus Area		
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	
Production Focus Area		
ART 113	Digital Media	
CSW 131	Introduction to Web Design	
MDC 203	The Philadelphia Media Experience	
MDC 217	Introduction to Video Production	
MDC 308	Multimedia Performance	
MDC 317	Advanced Video Production	
MDC 320	Communication on Television and Radio	
MDC 491	Special Topics Seminar in Production	
HON 320	Honors Seminar: Global Issues	
Strategic Communication Focus Area		
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	
Total Minimum Credits Required		18

- ¹ Must achieve a C or higher in all courses counting toward the minor.
- ² The third course can be from that same focus area or any of the other two focus areas.

*Advanced standing coursework is defined as any 300-level course or above and specific 200-level courses identified by the department.