

Mass Communication

Bachelor of Science (B.S.)



Communicate with the World! Are you ready to learn how the media impacts the world? Earn a degree in Mass Communication from BHSU.

Prepare For Your Future

The BHSU Mass Communication program allows you to explore all communication processes, while focusing on a specific area including, Graphic Communication, Journalism, Multi-Media, Photography, Public Relations, and Telecommunications. You will gain practical experience in on-air performance, news reporting, production, and programming by working with the University's award winning television station, radio station, and newspaper. If you want to work in Mass Communications, BHSU has the options for your career.

Learn From The Best

You'll learn from award winning, nationally recognized faculty with mass communications, publishing, photography, and technology backgrounds who are actively engaged in creative projects and research. This ensures that the program and coursework remain on the cutting edge and is focused on what you need to succeed.

BHSU's facilities maintain a high-tech, creative environment including Macintosh computer labs, a fully equipped multi-purpose darkroom, a professional graphic design production studio, a newspaper production lab, and a radio and television station.

Enjoy The Experience

Build your resume and portfolio through hands-on experience:

- The BHSU newspaper, Jacket Journal, which received a first place overall award in the American Scholastic Press Association Annual Competition, showcases top student talent in desktop publishing, design and writing.
- The only student-run television and radio stations in the state, KBHU-TV and KBHU-FM, put you in front of the camera, behind the microphone, and behind the scenes.
- The student-run advertising agency (SAS Advertising Solutions) provides real-world work experiences, and the Shutterbuzz Photography Club provides workshops and exhibitions. The Public Relations Club is affiliated with the PRSSA, and offers networking and professional opportunities.
- Regional internship programs really sharpen your skills for the future.

Begin your creative journey today.

find your career:

Prepare for an exciting career today:

- Multimedia
- Public Relations
- Broadcasting
- Telecasting
- Journalism
- Photography
- Desktop Publishing
- Web Design
- Advertising
- Announcer
- Audio/Video Specialist
- Communication Specialist
- Reporter
- Filmmaker
- Photojournalist
- Public Information Officer

connect with us



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Mass Communication

Choose 1 Emphasis

Graphic Communication Emphasis

- 3 MCOM 151 Introduction to Mass Communication**
- 3 MCOM 161 Fundamentals of Desktop Publishing
- 3 MCOM 210 Basic Newswriting
- 3 MCOM 261 Intermediate Desktop Publishing
- 3 MCOM 265 Basic Photography
- 3 MCOM 315 Computer Production & Imaging
- 3 MCOM 351 Web Design
- 3 MCOM 361 Advanced Desktop Publishing
- 3 MCOM 430 Media Law
- 3 MCOM 452 Mass Media Issues
- 3 MCOM 494 Internship
- 3 MCOM 495 Practicum
- 3 MCOM 300/400 level Elective

Public Relations Emphasis

- 3 MCOM 151 Introduction to Mass Communication **
- 3 MCOM 161 Fundamentals of Desktop Publishing
- 3 MCOM 210 Basic Newswriting
- 3 MCOM 220 Introduction to Digital Media
- 3 MCOM 373 Public Relations Case Study
- 3 MCOM 430 Media Law
- 3 MCOM 452 Mass Media Issues
- 3 MCOM 475 Public Relations
- 3 MCOM 494 Internship
- 3 SPCM 410 Organizational Communication
- 3 SPCM 434 Small Group Communication

3 Take 1 of the following:

- BADM 370 Marketing
- MCOM 317 News Gathering
- MCOM 351 Web Design

6 Take 1 of the following course combinations:

- MCOM 221 Audio Production *and*
- MCOM 331 Video Production
- OR
- MCOM 328 Advertising Media Communications *and*
- MCOM 261 Intermediate Desktop Publishing
- OR
- MCOM 265 Basic Photography *and*
- MCOM 266 Photojournalism

Photography Emphasis

- 3 MCOM 165 History of Photography
- 3 MCOM 265 Basic Photography
- 3 MCOM 266 Photojournalism
- 3 MCOM 312 Intermediate Photography
- 3 MCOM 350 Digital Photography
- 3 MCOM 364 Studio & Commercial Photography
- 3 MCOM 365 Advanced Photography
- 3 MCOM 367 Color Photography
- 3 MCOM 450 Alternative Photographic Printing Processes
- 3 MCOM 464 Advanced Studio and Commercial Photography
- 3 MCOM 465 Contemporary Issues in Photography
- 3 MCOM 494 Internship

6 Take 3 of the following:

- MCOM 151 Intro to Mass Communication **
- MCOM 161 Fundamentals of Desktop Publishing
- MCOM 210 Basic Newswriting

Science Communication Emphasis.....

- 4 Science Class/Lab
- 4 Science Class/Lab
- 3 Science Class
- 3 Science Class
- 3 MCOM 151 Intro to Mass Comm
- 3 MCOM 161 Fundamentals of Desktop Publishing
- 3 MCOM 265 Basic Photography
- 3 MCOM 331 Video Production
- 3 MCOM 351 Web Design
- 3 MCOM 430 Media Law
- 3 MCOM 485 Science Writing
- 3 MCOM 210 Basic Newswriting
- OR ENGL 379 Technical Communication
- 3 MCOM 494 Internship
- OR MCOM 945 Practicum

General Education Requirements

- Gen Ed - Mathematics *3 semester hours*
- Gen Ed - Social Science *9 semester hours*
- Gen Ed - Arts & Humanities *9 semester hours*
- Gen Ed - Natural Science AND Lab *6-8 semester hours*
- ENGL 101 - Composition I
- ENGL 201 - Composition II
- SPCM 101, OR SPCM 215, OR SPCM 222 *Speech*
- WEL 100 - Wellness for Life AND WEL 100L Lab

**Completes one general education requirement.

A *minor* is required with this major plus electives to total 120 hours, of which 36 hours must be 300/400 level courses.

Mass Communication

Choose 1 Emphasis

Integrated Media Emphasis.....

MCOM 151 Introduction to Mass Communication
MCOM 210 Basic News Writing
MCOM 220 Introduction to Digital Media
MCOM 221 Audio Production
MCOM 331 Video Production
MCOM 296 Field Experience (Three 1-Credit Experiences)

MCOM 351 Web Design
MCOM 430 Media Law
MCOM 452 Mass Media Issues
MCOM 494 Internship

Take 3 of the following:

MCOM 161 Fundamentals of Desktop Publishing
MCOM 261 Intermediate Desktop Publishing
MCOM 265 Basic Photography
MCOM 266 Photojournalism
MCOM 305 Sports Broadcasting
MCOM 317 News Gathering
MCOM 322 Radio Production
MCOM 327 Advanced News Gathering
MCOM 328 Advertising Media Communication
MCOM 330 Writing for Digital Media
MCOM 332 Television Production
MCOM 352 Advanced Web Design
MCOM 475 Public Relations
MCOM 485 Science Writing
MCOM 488 Research Communication

Take 2 of the following:

MCOM 448 Interactive Multimedia Design
MCOM 449 Advanced Interactive Multimedia Design
MCOM 458 Converged Media Production I
MCOM 459 Converged Media Production II
MCOM 468 Converged News Lab I
MCOM 469 Converged News Lab II

Sports Media Emphasis.....

3 BADM 370 Marketing
1 HLTH 251 First Aid & CPR
3 MCOM 151 Introduction to Mass Communication
3 MCOM 210 Basic News Writing
3 MCOM 221 Audio Production
3 MCOM 317 News Gathering
3 MCOM 327 Advanced News Gathering
3 MCOM 351 Web Design
3 MCOM 494 Internship
3 PE 440 Org & Admin of HPER
2 PE 453 Sport Psychology
3 MCOM 265 Basic Photography
OR MCOM 331 Video Production
3 MCOM 430 Media Law
OR MCOM 452 Mass Media Issues

Take 3 Coaching Methods courses:

PE 469 Coach Baseball/Softball
PE 470 Coach Basketball
PE 471 Coach Football
PE 473 Coach Track/Field
PE 474 Coach Wrestling
PE 475 Coach Volleyball

Take 1 of the following:

MCOM 266 Photojournalism
MCOM 305 Sports Broadcasting
MCOM 311 News Editing
MCOM 330 Writing for Digital Media
MCOM 373 Public Relations Case Study
MCOM 475 Public Relations

General Education Requirements.....

Gen Ed - Mathematics *3 semester hours*
Gen Ed - Social Science *9 semester hours*
Gen Ed - Arts & Humanities *9 semester hours*
Gen Ed - Natural Science AND Lab *6-8 semester hours*
ENGL 101 - Composition I
ENGL 201 - Composition II
SPCM 101, OR SPCM 215, OR SPCM 222 *Speech*
WEL 100 - Wellness for Life AND WEL 100L Lab

**Completes one general education requirement.

A *minor* is required with this major plus electives to total 120 hours, of which 36 hours must be 300/400 level courses.