

COMMUNICATION ARTS MEDIA STUDIES OPTION BACHELOR OF ARTS DEGREE *PROGRAM PLACED ON MORATORIUM*

The **Media Studies Option** is designed to examine the nature of the mass media through theoretical grounding and applied knowledge with a concentration in

1. the construction and delivery of media messages and
2. the effects of mediated messages and the structures and practices of the media industries on culture, society, politics, the economy, and individual attitudes and behavior.

This approach prepares students for careers as trained media professionals as well as to be critical consumers of media messages. The study of message construction and analysis is offered in a variety of contexts including news gathering and reporting, public relations, video production, and advertising. In each context theoretical perspectives are combined with skills training related to print and electronic media. Career options in the field of Media Studies include public relations, marketing, broadcast news, corporate communications, and advertising.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Utilize communication to embrace difference.
- Explain the importance of persuasive communication in civic life.
- Critically analyze messages .

Required Courses

Code	Title	Credits
General Education Requirements (https://catalog.msubillings.edu/undergraduate/general-education-requirements/)		31
Students should consult with their advisors to determine if specific courses are necessary in order to satisfy the General Education requirements within this major.		
Media Studies Core Requirements		
COMX 211	Advanced Public Speaking	3
COMX 300	Exploring Comm Studies	3
COMX 320	Prin of Organizational Comm	3
COMX 330	Principles of Media Studies	3
COMX 340	Visual Rhetoric	3
COMX 341	Public Advocacy	3
COMX 351	Principles of Public Relations	3
COMX 400	Communication Theory	3
COMX 401	Communication Law and Ethics	3
COMX 431	New Media Skills	3
COMX 434	Political Communication	3
COMX 435	Media Criticism	3
COMX 482	Gender, Media, and Society	3
COMX 499	Capstone	3
JRNL 270	Reporting the News	3

Subtotal	45
Language Requirement (See Below)	14-15
Electives	29-30
Total Minimum Credits	120

Certain courses in this program have prerequisites; students should check the course descriptions for required prerequisites.

Note: Substitutions between options can be made with advisor or consent.

Students must earn a grade of "C" or above in courses used to satisfy major or minor requirements in Communication. The Department of Communication offers a BA in Communication Arts online. Check the university website (<https://www.msubillings.edu>) for details.

Communication Degree Language Requirement

Bachelor of Arts Majors in Communication & Theatre are encouraged to consider taking two years of a modern language.

The Department of Communication and Theatre offers the following four options for the modern language requirement:

1. Complete the standard language requirement for a Bachelor of Arts for a total of 14 credits.
2. Complete the 101-102 active skills sequence in one modern language plus six credits of cultural studies courses selected from List One (below) for a total of 14 credits.
3. Complete 101-102 active skills sequence in one modern language and six credits in statistical and research method selected from List Two (below) for a total of 14 credits.
4. Complete six credits in statistical and research methods selected from List Two (below) along with nine credits selected from List One for a total of 15 credits.

List One

Code	Title	Credits
SPNS 150	The Hispanic Tradition *	3
ANTY 220	Culture & Society *	3
PHL 271	Indian Philsphies & Religions	3
PHL 272	Chinese Philsphies & Religions	3
RLST 303	Greek & Roman Mythology	3
HSTR 330	History of Mexico	3
NASX	Select from offerings	
Other Cultural Studies in consultation with Advisor		

List Two

Code	Title	Credits
STAT 141	Intro to Statistical Concepts *	3
STAT 216	Introduction to Statistics *	4
STAT 341	Intro Probability & Statistics	4
Other statistical and methods courses in consultation with Advisor		

* May satisfy General Education requirements.

Suggested Plan of Study

This sample schedule is a suggested plan for students to follow in completing the Bachelor of Arts programs in Communication. Due to course schedule changes and staff assignments, students may not be able to follow the plan exactly. This

suggested plan is not a substitute for careful advising by Departmental faculty.
Students should consult with their advisors to plan classes before registering each term.

Code	Title	Credits
First Year		
Fall		
WRIT 101	College Writing I	3
COMX 115	Intro to Interpersonal Comm	3
Modern Language		4
General Education		6
Total		16
Spring		
COMX 111	Intro to Public Speaking	3
COMX course		3
Modern Language		4
General Education		3
Total		13
Second Year		
Fall		
COMX 300	Exploring Comm Studies	3
COMX 330	Principles of Media Studies	3
Modern Language		3
General Education w/Lab		4
General Education		3
Total		16
Spring		
COMX 211	Advanced Public Speaking	3
Modern Language		3
General Education		6
Total		12
Third Year		
Fall		
COMX 340	Visual Rhetoric	3
COMX 351	Principles of Public Relations	3
COMX courses		3
General Education		3
Total		12
Spring		
COMX 341	Public Advocacy	3
COMX courses		6
General Education		3
Total		12
Fourth Year		
Fall		
COMX Courses		9
Electives		6
Total		15
Spring		
COMX Courses		6
Electives		6
Total		12