The Mass Communication major provides a diverse and versatile curriculum for a modern media landscape. Our major gives students an opportunity to learn and apply the key concepts and skills they need to enter positions in a variety of media-related fields including public relations, journalism, broadcast, digital media and advertising.

Students have the option to choose their own unique classes from three different pools:

**Journalism**
The Journalism pool focuses on careers that are rapidly converging and evolving in the world of multi-platform journalism. Courses in this pool include Community Journalism, Shooting for News and Newscast Production.

**Strategic Communication**
The Strategic Communication pool is targeted at preparing students for jobs in the world of advertising and public relations. Classes in this category include Message Creation, Advanced Strategic Writing, and Strategic Planning.

**Digital Media Production**
The Digital Media Production pool prepares students for a career in the film, television, and video production industry. Classes for this path include Writing for Digital Media, Multimedia Storytelling, and Electronic Editing.

The Mass Media Law and Ethics (3) MSCM 4402 Senior Career Development (1)

**Skills Courses (9 Hours)**
- MSCM 3320 Media Management (3)
- MSCM 3323 Publication Editing (3)
- MSCM 3326 Feature Writing (3)
- MSCM 3341 Media Interviewing & Listening (3)
- MSCM 3343 Media Design (3)
- MSCM 3345 Multimedia Storytelling (3)
- MSCM 3346 Electronic Editing (3)
- MSCM 3350 Radio Operations (3)
- MSCM 3351 Message Creation (3)
- MSCM 3353 Strategic Planning (3)
- MSCM 3363 Issues in the Strategic Communication Industry (3)
- MSCM 3364 Strategic Media Planning (3)
- MSCM 3366 Investigative Journalism (3)
- MSCM 3367 Narrative Journalism (3)
- MSCM 3368 Shooting for News (3)
- MSCM 3378 Pitching for Multiple Screens (3)

**Practicums (2 Hours)**
Students must complete a total of two practicums:
- MSCM 2930 (1) - With a student media group (WGUR, The Colonnade, GC360)
- MSCM 2930 (1) - With an on-campus organization or local nonprofit

**Capstone (3 Hours)**
- MSCM 4500 Strategic Campaigns (3)
- MSCM 4502 Producing for Digital Media (3)
- MSCM 4503 Enterprise Journalism (3)

**Internship (3 Hours)**
Students may register and complete their internship upon completion of four SKILLS Courses and two practicums.
- MSCM 4960 Internship (3)

**Cognate Courses (6 Hours)**
- CRIS 3217 Desktop Publishing (3)
- CRIS 3218 Web Design Tools (3)
- Or any 3000 - 4000 level ARTS, ENGL, RHET, MGMT or MKTG courses.

**Convergent Electives (6 Hours)**
- MSCM 3301 History of American Journalism (3)
- MSCM 3335 MSCM Service Learning (3)
- MSCM 3336 University Media Service (3)
- MSCM 3337 PreProduction (3)
- MSCM 3360 Web for Mass Communication (3)
- MSCM 3361 Strategic Campaign Communication (3)
- MSCM 3362 Crisis Communication (3)
- MSCM 3371 History of Broadcasting (3)
- MSCM 3372 Critical Analysis of the Media (3)
- MSCM 3373 PR: Propaganda (3)
- MSCM 3374 FCC/Broadcast Regulation (3)
- MSCM 3375 Documentary Filmmaking (3)
- MSCM 3376 Advocacy Journalism (3)
- MSCM 3379 Comparative International Media Systems (3)
- MSCM 4410 Newscast Production (3)
- MSCM 4940 Independent Study
- MSCM 4950 Special Topics

**Area F. Required Courses (18 Hours)**
1. MSCM Required Courses (6 Hours)
- MSCM 2200 Media Literacy (3)
- MSCM 2205 Professional Media Writing (3)
2. MATH 1401 Elementary Statistics - (Must be taken in Area F if not satisfied in Area D)
3. Any 1000 - 2000 level ARTS, ECON, ENGL, GEOG, HIST, DSTD, MUSC, POLS, PSYC, RHET, SOCI or THEA. (3 - 9 hours)
4. Foreign Language (0 - 6 Hours) - Choose From FRENCH, GERMAN, ITALIAN or SPANISH
   (Students must show competence in a foreign language at the fourth university level)
   (Any transfer student who has not completed the courses in Area F, or their equivalents, must take these courses at GC)

**Major Requirements (6 Hours)**
Required Writing (Choose one): MSCM 3318 (3), MSCM 3352 (3), or MSCM 3365 (3)
Above courses can be taken concurrently with MSCM 3306
MSCM 3306 Mass Communication Theory and Research (3) (C or better) - Prerequisite for the following courses:

**Skills Courses (9 Hours)**
- MSCM 3300 Mass Media Law and Ethics (3)
- MSCM 4402 Senior Career Development (1)

**Convergent Electives (6 Hours)**
- CRIS 3217 Desktop Publishing (3)
- CRIS 3218 Web Design Tools (3)
- Or any 3000 - 4000 level ARTS, ENGL, RHET, MGMT or MKTG courses.
Student Organizations

GC360 News
GC360 News is Georgia College’s student-run newscast. Students organize regular, live news broadcasts for television and online platforms. They cover GC and the wider Milledgeville community. Under faculty supervision, students learn video news reporting, editing and packaging, and assume studio roles during live productions. Students can participate in GC360 in various ways: as a member of the Newscast Production course, as a Practicum student, and as a volunteer. Any student, regardless of major, may volunteer as a member of GC360.

Advisor: Dr. James Schiffman
james.schiffman@gcsu.edu

The Colonnade
Founded in 1923, The Colonnade is Georgia College’s award-winning student newspaper. They offer positions to both students and volunteers in reporting, photography, print and photo editing, design, public relations and advertising.

Advisor: Prof. William Burke
william.burke1@gcsu.edu

WGUR 95.3 FM
WGUR offers both students and volunteers the opportunity to work in the world of live radio broadcasting. The station encourages students to develop skills in all aspects of broadcasting including live DJ shows, news, production, live events, advertising, public relations and station management.

Advisor: Mrs. Evelina Galova-
iosifov@gcsu.edu

Bobcat News Network BNN
BNN is a new student organization featuring news stories and showcases the works of the other media organizations online at www.bobcatnewsnetwork.com and as a mobil app.

Advisor: Mrs. Evelina Galova-
iosifov@gcsu.edu

Georgia College PRSSA
The Georgia College Public Relations Student Society of America (PRSSA) offers opportunities for upcoming professionals to network, travel and compete for scholarships and awards in the world of strategic communication. Georgia College PRSSA is open to all GC students and offers various leadership opportunities. Members can also join the not-for-profit student agency, SpectrumPR, to gain experience working with clients.

Advisor: Dr. Kristin English
kristin.english@gcsu.edu

Lambda Pi Eta
Lambda Pi Eta is the discipline of communication's national undergraduate honors society. LPH is chapters recognize, foster, and reward outstanding students in the field, promotes professional development, and offers opportunities to maintain relationships with faculty outside of the classroom. Membership in Lambda Pi Eta signifies distinguished achievement in the discipline of Communication. If you qualify for membership in Lambda Pi Eta, you will be contacted and invited to join.

Advisor: Dr. Jamie Downing
jamie.downing@gcsu.edu

Bobcat Studios
Bobcat Studios is Georgia College’s award-winning, student-led film and digital media production organization. They provide experience for all students interested in the film and television industry to include writing, directing, cinematography, editing, and other below-the-line positions required on set. Projects include short films, commercials, music videos, and audio dramas.

https://www.youtube.com/channel/UCdS99SOWUQzYXeHxjGNC

Advisor: Prof. Angela Criscoe
angela.criscoe@gcsu.edu

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