# MASS COMMUNICATION AREA OF CONCENTRATION WITHIN ARTS AND HUMANITIES A.A. (TRANSFER) 

Program website (https://www.frederick.edu/programs/arts-humanities/ mass-communications.aspx)

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## Program Description

Designed to teach students to critically examine all types of media including film, television, advertising, journalism, and digital media to understand how it impacts, and is impacted by, society. Mass communication careers often require specific expertise, so this program offers concentrations of courses leading to applied knowledge in areas such as graphic design, digital video production, and technical communications. This concentration outfits the student with practical knowledge to prepare students to continue media studies at other universities.

## Program Learning Outcomes

- Demonstrate effective speaking and listening skills for communication in personal, public, and media areas.
- Demonstrate effective writing skills for communication in personal, public, and media areas.
- Demonstrate an understanding of mass communication from a variety of philosophical, historical, theoretical, and practical perspectives.
- Analyze, describe, and interpret the mass media content in the context of global society.
- Demonstrate the ability to gather and evaluate in-depth information from diverse, field-appropriate books, journals, databases, and internet sources.
- Analyze effectively the potential consequences of newly emerging technologies.
- Demonstrate an understanding of the history and development of communication technologies and processes and the ways in which this history has affected individuals and society.
- Demonstrate enhanced analytical, critical, and performance competencies that will assist students in participating effectively in multimedia platforms.
- Demonstrate the ability to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.


## Program Requirements

- Students must complete their credit English and Mathematics within the first 24 credits.
- One course must meet the cultural competence graduation requirement (https://frederick-public.courseleaf.com/general-education-core/\#cultural).
- CORE: The General Education CORE is that foundation of the higher education curriculum providing a coherent intellectual experience for all students. Students should check with an advisor or the transfer institution (ARTSYS) before selecting General Education CORE requirements. http://artsys.usmd.edu/
- In some General Education categories (Mathematics, Biological \& Physical Sciences), a 4-credit course selected from the GenEd course list will satisfy the requirement in place of a 3-credit course. Students should check with an advisor before selecting these courses.
- For the Physical Education, Health, or Nutrition requirement, a 3-credit PHED, HLTH, or NUTR course may satisfy the requirement in place of a 1-credit course. Students should check with an advisor before selecting this course.
- Students must earn a grade of "C" or better in ENGL 101 English Composition.
- Students must complete a minimum of nine credits at the 200 -level.

| Code | Title Cr | Credits |
| :---: | :---: | :---: |
| English |  |  |
| ENGL 101 | English Composition | 3 |
| Mathematics |  |  |
| Mathematics Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#mathematics) |  |  |
| Social \& Behavioral Sciences |  |  |
| Social \& Behavioral Sciences Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#social-behavioral) - select two courses from different disciplines |  |  |
| Arts \& Humanities |  |  |
| Arts Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#arts) |  |  |
| Humanities Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#humanities) |  |  |
| Communication Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/ general-education-core/\#communication) |  |  |
| Biological \& Physical Sciences |  |  |
| Biological \& Physical Sciences Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#biological-physical) |  |  |
| Biological \& Physical Sciences Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#biological-physical) (Lab course) |  |  |
| General Education Elective |  |  |
| General Education Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/ general-education-core/\#general) |  |  |
| Physical Education, Health, or Nutrition Requirement |  |  |
| Select one PHED, HLTH, or NUTR course |  | 1 |
| Concentration Courses |  |  |
| COMM 111 | Introduction to Mass Communication | 3 |
| ENGL 219 | Technical Writing | 3 |
| FILM 144 | Digital Video Production | 4 |
| GRPH 111 | Graphic Design I | 3 |
| Select two of the following: |  | 6 |
| BMGT 221 | Public Relations |  |
| BMGT 225 | Marketing |  |
| COMM 105 | Small Group Communication |  |
| COMM 107 | Career Communication |  |
| ENGL 212 | Newswriting and Reporting |  |
| ENGL 241 | Journalism Publication Practicum |  |
| FILM 134 | Digital Photography I |  |
| GRPH 112 | Graphic Design II |  |
| GRPH 114 | Web Design I |  |
| HUMN 104 | Humanities in a Digital World |  |
| Electives |  |  |


| Select nine credits $^{1}$ | $\mathbf{9}$ | $\mathbf{2}$ |
| :--- | ---: | :--- |

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Students should check with an advisor or transfer institution (ARTSYS) before selecting their electives.

## Transfer Note

For more information on careers and transfer, contact the Career and Academic Planning Services office at 301.846.2471 or visit Transfer Services (https://www.frederick.edu/student-resources/counseling-advising/transfer-services.aspx).

## Guided Pathway to Success (GPS)

Suggested schedules map your path to degree completion.
Students should meet with an advisor each semester to carefully select and sequence courses based on their specific academic goals and interests. Visit Jefferson Hall or call 301.846.2471 for advising.

| Recommended First Semester | Credits |
| :---: | :---: |
| ENGL 101 English Composition ${ }^{1}$ | 3 |
| COMM 111 Introduction to Mass Communication (Milestone) | 3 |
| Mathematics Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#mathematics) ${ }^{1}$ | 3 |
| Arts Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#arts) | 3 |
| Social \& Behavioral Sciences Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#social-behavioral) | 3 |
| Credits | 15 |
| Recommended Second Semester |  |
| Humanities Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/ general-education-core/\#humanities) | 3 |
| Communication Elective (Gen Ed course list) (https://frederick-public.courseleaf.com/general-education-core/\#communication) | 3 |
| GRPH 111 Graphic Design I (Milestone) | 3 |
| Choose an elective in consultation with an advisor | 3 |
| Choose an elective ${ }^{2}$ | 3 |
| Credits | 15 |


| Recommended Third Semester |
| :--- |
| Biological \& Physical Sciences Elective (Gen Ed course list) (https://frederick- <br> public.courseleaf.com/general-education-core/\#biological-physical) (Lab course) |
| Social \& Behavioral Sciences Elective (Gen Ed course list) (https://frederick- <br> public.courseleaf.com/general-education-core/\#social-behavioral) (in a different <br> discipline from first) |
| Choose an elective in consultation with an advisor (Milestone) 4 <br> Physical Education, Health, or Nutrition Requirement 3 <br> FILM 144 Digital Video Production <br> Credits 1 |


| Recommended Fourth Semester |  |
| :--- | ---: |
| General Education Elective (Gen Ed course list) (https://frederick- <br> public.courseleaf.com/general-education-core/\#general) | 3 |
| Choose an elective ${ }^{2}$ | 3 |
| Biological \& Physical Sciences Elective (Gen Ed course list) (https://frederick- <br> public.courseleaf.com/general-education-core/\#biological-physical) <br> ENGL 219 Technical Writing | 3 |
| Choose an elective in consultation with an advisor | 3 |
| Credits | 3 |
| Total Credits | 15 |

## 1

Take this course within the first 24 credits.

Choose two courses from HUMN 104 Humanities in a Digital World, GRPH 112 Graphic Design II, GRPH 114 Web Design I, FILM 134 Digital Photography I, ENGL 241 Journalism Publication Practicum, ENGL 212 Newswriting and Reporting, COMM 105 Small Group Communication, COMM 107 Career Communication, BMGT 221 Public Relations, and BMGT 225 Marketing.

## Part-time Students

Part-time students should complete courses in the order listed on the pathway. Please contact program manager for questions about part-time status.

Students who take fewer than 15 credits each semester or who require developmental English or Math coursework will need additional semesters to complete their degrees. Summer term and January session classes may help students to make faster progress.

## Pathway Legend

Milestone - courses with the Milestone notation should be taken within the recommend credit range to stay on track for program completion.

Fall, Spring, Summer - courses with a Fall, Spring, or Summer notation indicate the course is offered in the specified semester only.

