

# MASS COMMUNICATION (MCOM)

## Courses

### **MCOM 101 INTRODUCTION TO MASS COMMUNICATION (3)**

Issues, theories and structures of mass communication and careers in the mass media. Students who have successfully completed the honors version of this course (MCOM 102) will not receive additional credit for this course. Core: Social & Behavioral Science.

### **MCOM 102 HONORS INTRODUCTION TO MASS COMMUNICATION (3)**

Issues, theories and structures of mass communication and careers in the mass media. Honors College course. Students who have successfully completed the non-honors version of this course will not receive additional credit for this course. Core: Social & Behavioral Science.

### **MCOM 210 INTRODUCTION TO MEDIA WRITING (3)**

An introduction to the writing skills required in print, broadcast, and online journalism, as well as for public relations and emerging media formats. Students who have successfully completed MCOM 256 or MCOM 257 will not receive additional credit for MCOM 210. Prerequisite: MCOM 101 or MCOM 102 (may be taken concurrently with MCOM 210). Lab/Class fee will be assessed.

### **MCOM 214 PRINCIPLES OF ADVERTISING (3)**

Review of contribution made by advertising to the United States economy and of the principles and practices as applied to mass media. Prerequisite: MCOM 101.

### **MCOM 220 DIGITAL TOOLS (3)**

Introduction to digital production tools for audio, video, photography, and the web in the emerging media environment. This course has been offered as a special topic; students who have earned credit for this course as a special topic will not receive additional credit for MCOM 220.

### **MCOM 253 PRINCIPLES OF STRATEGIC PUBLIC RELATIONS (3)**

History and development of the field as a profession; strategic management; research; legal and ethical issues; communication theories; strategies and tactics; global trends. Prerequisite: MCOM 101.

### **MCOM 258 INTRODUCTION TO DIGITAL JOURNALISM (3)**

Advanced skills in interviewing, reporting, audio and video news production, blogging, and reporting with data. Prerequisite: MCOM 210 or MCOM 256 or MCOM 257. Lab/Class fee will be assessed.

### **MCOM 310 UNDERSTANDING DISABILITY THROUGH MASS MEDIA (3)**

An overview of the ways that mass media frame disability for the general public through journalism, TV, film, advertising, photography, documentary, comic art and the Internet. Prerequisites: MCOM 101; junior/senior standing.

### **MCOM 323 ADVERTISING MEDIA PLANNING (3)**

Application of advertising media principles to the development of a media plan that involves objectives, strategy, and execution of traditional, digital and alternative media. Prerequisites: MCOM 214; majors only. Lab/Class fee will be assessed.

### **MCOM 325 ADVERTISING COPYWRITING (3)**

Creative process and production of copy for various media including print, broadcast, direct mail, out-of-home, and new media. Prerequisites: MCOM 214 and (MCOM 210 or MCOM 256 or MCOM 257); majors only. Lab/Class fee will be assessed.

### **MCOM 327 EVOLUTION OF AMERICAN JOURNALISM AND MASS MEDIA (3)**

Examines the current state of American journalism by tying today's media environment to its historical roots. Focuses on the technological, political, economic, cultural and professional forces that have shaped the country's media system over the past 250 years. The course also explores various historical narratives that have come to dominate our understanding of the past and present. While the course primarily focuses on journalism, it examines the development of public relations and advertising as well. Prerequisites: MCOM 101 or EMF 140 or COMM 201; sophomore/junior/senior standing.

### **MCOM 330 ADVERTISING ACCOUNT PLANNING (3)**

Designed to provide students with an understanding of the strategic planning process and how it is integrated into persuasive brand communication plan development. The focus is on how to mine the consumer insights from research and integrate into effective advertising strategies. Prerequisite: MCOM 214.

### **MCOM 333 SOCIAL MEDIA AND STRATEGIC COMMUNICATION (3)**

Examines the changing landscape of social media and its strategic implication to advertising, journalism, and public relations practitioners. Prerequisites: MCOM 214 or MCOM 253 or MCOM 258; MCOM major or minor.

### **MCOM 341 DIGITAL PUBLISHING (3)**

Computer technology to create publications for delivery in print and online. Prerequisite: MCOM 210 or MCOM 256 or MCOM 257. Lab/Class fee will be assessed.

### **MCOM 352 MEDIA CRITICISM (3)**

Theory and practice of media criticism intended for various audiences, including consumer oriented criticism, social criticism, and scholarly criticism. Prerequisite: MCOM 101 or EMF 140 or COMM 201.

### **MCOM 356 FEATURE WRITING (3)**

Researching and writing journalistic articles for publication in newspapers, magazines, and other media. Requires grade of C or better to fulfill Core requirement. Prerequisites: ENGL 102 or ENGL 190 or equivalent; MCOM 258. Core: Advanced Writing Seminar.

### **MCOM 357 PUBLIC RELATIONS WRITING (3)**

Composing, editing, and producing media materials for both internal and external audiences. Requires grade of C or better to fulfill Core requirement. Prerequisites: ENGL 102 or ENGL 190 or equivalent; MCOM 210 or MCOM 256 or MCOM 257; and MCOM 253. Core: Advanced Writing Seminar.

### **MCOM 358 EDITING FOR MEDIA WRITERS (3)**

Practice in editing and headline writing for print and online media. Prerequisites: MCOM 210 or MCOM 256 or MCOM 257; major or minor standing. Lab/Class fee will be assessed.

**MCOM 360 LAW AND ETHICS IN ADVERTISING AND PUBLIC RELATIONS (3)**

Examination of ethical and legal issues in advertising and public relations. Topics include professional code of ethics, First Amendment and commercial speech, puffery, deceptive advertising, unfair advertising, libel, slander, privacy, lobbying, copyright, trademark, fair use, and patent protection. Prerequisites: MCOM 214 or MCOM 253; major standing.

**MCOM 361 LAW AND ETHICS IN JOURNALISM (3)**

Examination of ethical and legal issues in journalism/new media, including privilege, prior restraint, libel, privacy, press and public access, and intellectual property. Students who have successfully completed MCOM 350 and MCOM 433 will not receive additional credit for MCOM 361. Prerequisite: sophomore standing.

**MCOM 371 MEDIA AUDIENCES AND ANALYTICS (3)**

Explores the role of systematic analysis of data for decision making in media and strategic communication. Students learn basic concepts, principles, and practices of online and offline analytics in advertising, public relations, and journalism. The course reviews major analytics tools and platforms for website, search, and social media. The course also explores basic tools for visual communication of analytics data. Emphasis is on the interpretation of analytics and building insights from such knowledge for competitive market research, audience development, and strategic communication strategy. Prerequisites: MCOM 214 or MCOM 253 or MCOM 258; majors only.

**MCOM 380 PODCASTING (3)**

Students learn audio storytelling skills and put them into practice by creating podcasts that through a narrative journalistic style tell compelling stories about people and issues at Towson and beyond. This course has been offered as a special topic; students who have earned credit for this course as a special topic will not receive additional credit for MCOM 380. Prerequisites: MCOM major, MCOM minor, or consent of department.

**MCOM 381 BROADCAST JOURNALISM I (3)**

Theory and practice of broadcast journalism. The gathering, writing and presentation of news for audio-only and audio-visual media. Ethical standards for broadcast journalism will be analyzed. Prerequisites: MCOM 258; junior/senior standing. Lab/Class fee will be assessed.

**MCOM 383 NEWS REPORTING (3)**

Experience in reporting. Coverage of specific news beats on and off campus and general assignment work. Consideration of news-gathering techniques, including direct and participant observation, use of survey research data and use of official records. Prerequisite: MCOM 258.

**MCOM 385 MASS MEDIA AND SOCIETY (3)**

Seminar on current issues and effects of mass communication. Prerequisite: MCOM 101 or EMF 140.

**MCOM 390 MASS COMMUNICATION RESEARCH (3)**

Survey of methods and uses of research in advertising and public relations. Prerequisites: junior/senior standing; majors only.

**MCOM 391 PHOTOJOURNALISM I (3)**

Photography for the mass media. History, aesthetics and ethics are covered. Prerequisite: MCOM 258 or consent of instructor. Lab/Class fee will be assessed.

**MCOM 402 SPORTS JOURNALISM (3)**

Covering sports through news articles, features, broadcast reports, podcasts, and other forms of audio, visual and digital storytelling. Prerequisite: MCOM 210 or MCOM 256 or MCOM 257.

**MCOM 407 MULTIMEDIA REPORTING CAPSTONE (3)**

Research and create multimedia news and feature articles incorporating hypertext, graphics, photographs, audio and video elements. Capstone course. Prerequisites: MCOM 341 and (MCOM 383 or MCOM 358); MCOM major. Lab/Class fee will be assessed.

**MCOM 409 LITERARY JOURNALISM (3)**

Literary technique and dramatic structure for print and online journalistic media. Prerequisite: MCOM 356.

**MCOM 415 MASS MEDIA GRAPHICS (3)**

Communication potential of design elements in a variety of graphics using computer technology. Prerequisites: MCOM 101; MCOM major or minor.

**MCOM 419 CORPORATE COMMUNICATION MANAGEMENT (3)**

A survey of practical theories and applications that are related to corporate communication practices. Topics include group and individual behaviors in corporate environments, managing conflict, culture, change, and innovation; and leadership/management communication. The particular emphasis will be placed on advertising, public relations, or brand communication organizations. Prerequisites: MCOM 253, MCOM 357, and MCOM 390; junior/senior standing; majors only.

**MCOM 420 MEDIA AND HEALTH COMMUNICATION (3)**

Learn about concepts and theories in communication and apply relevant knowledge to improve the quality of health communication in various mediated-communication settings, including health education, health literacy, eHealth and mHealth, health care marketing and promotion, public health campaigns, family communication, health care and management. Prerequisites: MCOM 101; junior/senior standing.

**MCOM 431 PUBLIC OPINION AND THE PRESS (3)**

Journalistic aspects of public opinion and propaganda; the impact of mass communication media on the formation of public opinion. Techniques of polling and testing public opinion. Prerequisites: MCOM 101; junior/senior standing.

**MCOM 440 ADVERTISING MEDIA SALES (3)**

Procedures for selling media space and time; strategy, training, and preparation. Prerequisites: MCOM 214; junior/senior standing.

**MCOM 443 INTERNATIONAL ADVERTISING AND PUBLIC RELATIONS (3)**

Role of advertising and public relations in the world marketplace. Consideration of global and local perspectives, key decisions in agency operations, creative aspects and media. Prerequisites: MCOM 214 or MCOM 253; junior/senior standing.

**MCOM 447 ADVERTISING CAMPAIGNS (3)**

Application of advertising principles and practices to the development of campaigns and the preparation of a plan book. Prerequisites: MCOM 323, MCOM 325, and MCOM 390; majors only.

**MCOM 451 PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3)**

Fundraising and development, implementing and evaluating public relations campaigns for nonprofit organizations. Prerequisite: MCOM 357.

**MCOM 452 MEDIA RELATIONS (3)**

Study of the roles and practices of media relations and messaging in corporate, non-profit, and government institutional settings. Through collaboration and research, students learn to develop effective media messages, build strategic media relations plans, secure media coverage, serve as a spokesperson, manage crises, and employ social media strategies effectively. Prerequisite: MCOM 214 or MCOM 253 or MCOM 258.

**MCOM 453 STRATEGIC PUBLIC RELATIONS CAMPAIGNS (3)**

Research, planning, implementing and evaluating programs and campaigns. Prerequisites: MCOM 357 and MCOM 390; majors only.

**MCOM 457 PHOTOJOURNALISM II (3)**

Color photography for the mass media including electronic imaging. Prerequisite: MCOM 391.

**MCOM 458 MAGAZINE PUBLISHING (3)**

Examination of the principles, practices, problems and trends in magazine publishing through tracing the process of a magazine from copy to bindery. Steps in periodical production stressing emphasis on layout factors. Intensive analysis of magazine markets and case studies of magazine publishing problems. Prerequisites: MCOM 341 and (MCOM 358 or MCOM 383); MCOM majors only.

**MCOM 460 INTERNSHIP IN ADVERTISING AND PUBLIC RELATIONS (1-3)**

With approval from the department and under faculty supervision, students work as interns with a professional in the field of advertising or public relations. Graded S/U. Students are allowed to repeat internships. May be repeated for a maximum of 9 units, but only 6 units may be counted toward the major. Prerequisites: junior/senior standing; average GPA 2.75 in following three courses (MCOM 101, MCOM 210, and MCOM 214/ MCOM 253); completion of appropriate courses determined by the department; majors only.

**MCOM 461 INTERNSHIP IN JOURNALISM (1-3)**

With approval from the department and under faculty supervision, students work as interns with a professional in the field of journalism. Graded S/U. May be repeated for a maximum of 9 units, but only 6 units will apply to the major. Prerequisites: junior/senior standing; average GPA 2.75 in following three courses (MCOM 101, MCOM 210, and MCOM 258); completion of appropriate courses determined by the department; majors only.

**MCOM 477 SPECIAL TOPICS IN JOURNALISM (3)**

In-depth study of a selected area within journalism, dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

**MCOM 478 SPECIAL TOPICS IN ADVERTISING AND PUBLIC RELATIONS (3)**

In-depth study of a selected area within advertising and public relations, dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

**MCOM 479 SPECIAL TOPICS IN MASS COMMUNICATION (3)**

In-depth study of a selected area dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

**MCOM 481 BROADCAST JOURNALISM II (3)**

Advanced news and feature writing, interviewing, reporting, and editing for broadcast and new media. Prerequisites: MCOM 381 or EMF 373 and consent of instructor. Lab/Class fee will be assessed.

**MCOM 494 STUDY ABROAD IN MASS COMMUNICATION (3)**

Exposes students to how mass media systems and industries operate in different parts of the world. Prerequisite: MCOM 101.

**MCOM 496 INDEPENDENT STUDY IN MASS COMMUNICATION (1-3)**

Directed study through readings, projects, papers, or seminars. May be repeated for a maximum of 6 units.