

# MASS COMMUNICATION, ASSOCIATE OF ARTS (310)

## About Our Program

This program is designed for the student intending to transfer to a senior institution to complete a baccalaureate degree. The curriculum offers an emphasis in Public Relations & Marketing, Multimedia Journalism, or Multimedia Production. Students in the Public Relations & Marketing emphasis complete more design oriented courses. Students in the Multimedia Journalism emphasis complete more writing courses. Students in the Multimedia Production emphasis complete more applied study courses. Separate curricula are provided as guidelines.

## Nature of Work and Employment

Graduates of four-year baccalaureate programs in this major typically are employed in film, television, radio, religious organizations, newspapers, magazines, online publications, consulting practices, advertising firms, and public relations houses.

## Special Considerations

The listed coursework is a recommendation only. Students should check with a student advisor for HCC graduation requirements and specific university requirements in this major. Students must meet with an advisor to ensure that the special requirements of the department and institution to which they plan to transfer are met. Colleges and universities have specific requirements for transfer students.

## Requirements

### Associate of Arts Requirements

Students must meet all requirements for the Associate of Arts degree (<https://catalog.highland.edu/programs-available/aa-requirements/>) in order to graduate from Highland Community College. For more information, please see your advisor.

## Recommended Courses

The following are recommended courses for this major only.

### Public Relations/Marketing (PRM)

Code	Title	Hours
MCOM 110	Intro to Mass Communication	3
MCOM 120	Intro Video Production/Field	3
ART 118	Graphic Design I	3
ART 218	Graphic Design II	3
ART 228	Graphic Design III	3

### Multimedia Journalism (MMJ)

Code	Title	Hours
MCOM 110	Intro to Mass Communication	3
MCOM 120	Intro Video Production/Field	3

MCOM 131	Journalism Practicum	2
MCOM 231	News Reporting	3
MCOM 232	News Editing	3

### Multimedia Production (PRO)

Code	Title	Hours
MCOM 110	Intro to Mass Communication	3
MCOM 120	Intro Video Production/Field	3
MCOM 205	Film History and Appreciation	3
MUS 153	Intro to Audio Production	3
ART 201	Intro Photography I	0.5-3
INFT 260	Computer Animation	3

## Program Outcomes

- **Written Communication:**  
Students will be able to produce written work that displays college-level skills, insight, and critical thinking through meaningful and appropriate content.
- **Oral Communication:**  
Students will be able to prepare and deliver a purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.
- **Critical Thinking:**  
Students will be able to evaluate and create arguments that consider a variety of issues, ideas, artifacts, and events.
- **Quantitative Literacy:**  
Students will demonstrate the ability to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations.
- **Information Literacy:**  
Students will engage in reflective discovery of information, evaluate information based on an understanding of how it is produced and valued, synthesize information to create new knowledge and participate ethically in communities of learning.
- **Diversity:**  
Students will recognize diversity in the global community and model culturally competent civic and social participation.

## Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Jim Yeager, Speech Faculty
- Wes Bertram, Student Advisor/Transfer Coordinator
- Rae Schupbach-Roe, Dean, Humanities, Social Sciences, and Fine Arts