HOLLAND COLLEGE OF ARTS AND MEDIA

MASS COMMUNICATION: MULTIMEDIA JOURNALISM OPTION

Bachelor of Science (BS)

This is a guide based on the 2024-2025 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

*"Critical Courses" are **italicized and bolded**. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.*

45 Hour Major – No minor required

Required Core Courses

A grade of 'C' or better is required in each core course except MC001 which is a credit/no credit course.

___ MC001 Exit Interview (0)
___ ***MC101 Media and Society (3)***
___ MC221 Digital Media Production (3)
___ ***MC301 Media Analytics (3)***
___ MC304 Media Diversity (3)
___ MC382 Media History (3)
___ MC401 Media Law (3)
___ MCxxx Elective (3)
___ MCxxx Elective (3)

Required Option Courses

A grade of 'C' or better is required in each option course except MC002 which is a credit/no credit course.

___ MC002 Arrow Lab (0)
___ MC320 Media News (3)
___ MC322 Media Design (3)
___ MC323 Media Audio Production (3)
___ MC327 Media Visual Production (3)
___ MC331 Strategic Writing (3)
___ MC421 Media Storytelling (3)
___ MC429 Media Management (3)

Required Support Course – choose 3 hours:

A grade of 'C' or better is required in each support course.

___ ***MA123 Mathematical Reasoning and Modeling (3)***
___ ***MA155 Statistical Reasoning (3)***

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

ADMISSION TO MASS COMMUNICATION PROGRAM OPTIONS

Any student wishing to be formally admitted into the Advertising, Media Management, Multimedia Journalism, Public Relations, or Television & Film options within the Department of Mass Media must complete the Declaration of Major form and meet the following criteria:

1. Completion of a minimum 15-semester hours at Southeast Missouri State University or transferred from an accredited college or university.
2. Attain a minimum cumulative grade point average (GPA) of 2.0 on a 4.0 scale.
3. Completion of EN 100 or EN 140 with a minimum grade of "C."

Retention Requirements:

Students must maintain the following requirements to continue with advanced coursework in the major:

1. Receive a grade of "C" or higher in all required coursework within the major. Courses may be repeated to raise grades below "C."
2. Maintain a minimum 2.0 cumulative GPA and major GPA of 2.25 on a 4.0 scale. Students must have 2.25 major GPA to qualify for an off-campus internship.
3. Maintain a minimum GPA of 2.0 for all coursework within the Mass Communication major.

A student failing to fulfill any of the above requirements will not be allowed to continue with more advanced coursework until the above criteria are met.

Graduation Requirements:

In addition to fulfilling all university requirements for graduation, students wishing to graduate with a major in Mass Communication must satisfy the following criteria:

1. Present a minimum of "C" or higher in all required coursework within the major.
2. Present a minimum overall GPA of 2.0 on a 4.0 scale. Present a minimum departmental GPA of 2.25 on a 4.0 scale.
3. Complete 75 hours outside of the MC prefix.
4. Complete a minor or second major outside of Mass Communication.
5. Complete an assessment activity, MC 001 Exit Interview, in the final semester of coursework.

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	1	MC221	3
	EN100	3	General Education	3
	MA123 or MA155	***3***	General Education	3
	MC101	***3***	General Education	3
	General Education	3	General Education	3
	General Education	3		
	Total	**16**	**Total**	**15**
	Milestone: Admission to the Mass Communication program after the second semester.			
SECOND YEAR	MC331	3	MC002	0
	General Education	3	***MC301***	***3***
	General Education	3	MC320	3
	General Education	3	MC322	3
	General Education	3	General Education	3
			Elective	3
	Total	**15**	**Total**	**15**
	Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.			
THIRD YEAR	MC002	0	MC002	0
	MC304	3	MC382	3
	MC323	3	MC421	3
	MC327	3	MC Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	3
	Total	**15**	**Total**	**15**
	Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.			
FOURTH YEAR	MC002	0	MC001	0
	MC401	3	MC Elective	3
	MC429	3	Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	2
	Total	**15**	**Total**	**14**
	Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.			

A "Milestone" signifies a significant stage for a student in the completion of a degree.

A minimum 2.25 GPA in the major is required to graduate with a BS in Mass Communication degree.

NOTE: Students taking classes within the Department of Mass Media that are at the 300-level and above will be required to have a laptop computer for use in the classroom during class time. For exact specifications, go to https://semo.edu/colleges-departments/arts-media/mass-media/pro-on-the-go.html

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

FASTTRACK

acejmc ACCREDITED PROGRAM

Revised 10/24/2024

2024-2025 degree map