

Creating content, establishing contacts, and maintaining connections with an ever-changing audience is the key to working in today's media industry. Southeast's Department of Mass Media prepares students to enter this fast-paced field through a combination of innovative curriculum design, access to dedicated faculty who successfully combine both professional skill sets and academic credentials, and experiential learning opportunities. Students select from one of four options to specialize in: advertising, multimedia journalism, public relations, or TV/film.

ACEJMC

The Department of Mass Media is one of the largest on Southeast's campus and one of 114 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Public Relations students will...

- Learn to create strategic messages and visuals to build relationships between organizations and the public.
- Earn their degrees from an accredited program that is one of about 40 worldwide that have earned Certification in Education in Public Relations (CEPR) from the Public Relations Society of America (PRSA).
- Have the opportunity to network with industry professionals and other students worldwide through the Public Relations Student Society of America (PRSSA).
- Learn the fundamental skills of public relations writing, strategy development, multimedia production, research, and relationship-building.
- Have the opportunity to gain practical experience with real clients through course work and the student-run firm, Riverfront Public Relations.

Career Planning

A St. Louis Outreach Office, located in Chesterfield, Mo., provides career exploration assistance, resume critiques, interview tips, job search strategies and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students

CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.

Career Services, located in Academic Hall 057, provides professional career advising to guide students in their career development.

Internship and Employment Opportunities of Recent Graduates

- Anheuser-Busch
- Ansira
- AT&T
- CNN (Atlanta)
- ESPN
- Fleischman-Hillard
- Golin-Harris
- Hoffman Media LLC
- KSDK-TV (St. Louis); KMOV-TV (St. Louis)
- MEC
- Nestle-Purina
- Osborn Barr
- Red Letter Communications, Inc.
- Saint Francis Medical Center
- St. Louis Cardinals
- *St. Louis Post-Dispatch*
- *Southeast Missourian*
- Turner Broadcasting – Turner Sports
- Universal Studios (Los Angeles)
- *Washington Post*

Admission Requirements

1. Students can declare a mass communication major in the Department of Mass Media at any time.
2. Students will be admitted into the major upon completion of 15 hours, completion of EN100 or EN140 with a 'C' or better, and a minimum 2.5 GPA overall.
3. Students must maintain a 2.5 GPA overall and a 2.5 GPA in mass communication courses to remain in the degree program.
4. Students must make a 'C' or better in all courses within the major except MC001, MC486 & MC496 which are credit/no credit courses.
5. Students complete a 36 hour major in mass communication, 6 additional hours in support courses, and a minor.
6. Within the 120 hours it takes to complete a BS in Mass Communication, students must complete a minimum of 78 hours outside of the MC prefix courses.

Bachelor of Science (BS)

This is a guide based on the 2014-2015 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 DegreeWorks to monitor their individual progress.

CURRICULUM CHECKLIST**Mass Communication: Public Relations Option – 36 hours – Minor Required**

(NOTE: Within the 120 hours it takes to complete a BS in Mass Communication, students must complete a minimum of 78 hours outside of the MC prefix.)

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 Mass Communication and Society (3)
- ___ MC301 Mass Communication Theory & Research (3)
- ___ MC304 Diversity in Communication (3)
- ___ MC401 Communication Law (3)
- ___ MCxxx Mass Media Elective Course (3)

Required Option Courses

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

- ___ MC231 Strategic Relations (3)
- ___ MC330 Public Relations Principles (3)
- ___ MC331 Strategic Writing (3)
- ___ MC333 Strategic Production (3)
- ___ MC334 Public Relations Research and Strategy (3)
- ___ MC430 Strategic Communication Issues (3)
- ___ MC434 Public Relations Case Studies and Campaigns (3)

Required Support Courses – 6 Hours Required

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

- ___ MA155 Statistical Reasoning (3)
- ___ UI382 History and Philosophy of American Mass Media (3)

Required Minor – 15 Hours (minimum)

Students may choose any minor program of study.

University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Written Expression, Oral Expression, Literary Expression, Behavioral Systems, Living Systems, Physical Systems, Development of a Major Civilization, Economic Systems, Political Systems, one IU/UI3XX, and one IU/UI4XX.

SAMPLE FOUR-YEAR PLAN**Mass Communication:
Public Relations Option**

Requirements for the 2014-2015 Undergraduate Bulletin

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	MC231	3
	EN100	3	Artistic Expression	3
	MC101	3	Living Systems	3
	MA155	3	Oral Expression	3
	Behavioral Systems	3	Written Expression	3
	Total	15	Total	15
SECOND YEAR	MC301	3	MC304	3
	MC330	3	MC333	3
	MC331	3	Develop of a Major Civ	3
	Literary Expression	3	Economic Systems	3
	Physical Systems	3	Political Systems	3
	Total	15	Total	15
THIRD YEAR	MC334	3	MC401	3
	MC430	3	MC434	3
	UI382	3	IU/UI 3XX	3
	MC Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	Total	15	Total	15
FOURTH YEAR	UI4XX	3	MC001	0
	Minor/Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	Minor/Elective	3	Minor/Elective	3
	Total	15	Total	15

Degree requirements for all students: a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the freshman and senior levels.

A minimum 2.5 GPA in the major and overall are required to graduate with a BS in Mass Communication degree.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.