

MASS COMMUNICATIONS (MCOM)

MCOM-COMP Senior Comprehensive Exam
(NULL credits) (Both Fall & Spring Semesters)
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MCOM-1000 Media & Society
(3 credits) (Both Fall & Spring Semesters)

This course examines the social impact of modern mass media from the focus of the medium, audiences, and society. The historical and economic aspects of mediums are also examined. Emphasis is placed on providing students with media literacy skills that enable them to understand how mass media messages are created, how those messages are transmitted through various mediums to specific audiences and the underlying social, political and economic effects of mass media messages. This is not a writing course. (PC)

General Education Categories: Person & Community

MCOM-1030 Introduction to Cinema
(3 credits) (Fall Semester)

Students examine basic cinematic concepts from both a popular and critical perspective through the viewing and discussing of selected films. A broad variety of films are used from a variety of genres. All films are chosen to illustrate specific cinematic purposes examined in class. (AE)

General Education Categories: Aesthetic Experience

MCOM-1200 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-1210 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-1500 Digital Media Foundations
(3 credits) (Both Fall & Spring Semesters)

This course introduces students to the principles, practices, and techniques governing the design and development of digital media content for the web and social media. Students will also explore digital graphics, audio production, and digital video. The course combines theory and a hands-on experience for students interested in careers in journalism, advertising, social media, and public relations.

MCOM-1550 Photoshop (tm) Principles
(3 credits) (Infrequently)

This course is based on the Adobe Photoshop software package, although other software packages may also be used. Students will learn to scan photographs and manipulate them using Photoshop tools and special effects filters. Students will be introduced to concepts such as correcting photos, masking images, creating duotone, tritone and quadtone images, and preparing photos for publishing in print and online.

MCOM-1610 Layout & Design
(3 credits) (Both Fall & Spring Semesters)

This course examines the principles and theory of aesthetics applied to the design of print and electronic items in the form of newspapers, magazines, brochures, advertisements, and digital content. Students are presented basic design principles such as emphasis, contrast, repetition, alignment, balance, and establishing a visual hierarchy. Permission of instructor required. (AE, VC)

General Education Categories: Aesthetic Experience, Visual Communication

MCOM-1980 Special Topic
(3 credits) (Discretion of Department)

This course is available between published revisions to the catalog and is experimental in the launching of a new course.

MCOM-2000 Strategic Communications
(3 credits) (Both Fall & Spring Semesters)

This course introduces students to an approach that uses research-based evidence to create strategies and tactics aimed at achieving a desired response from a given audience. Students will learn how communicators seek to maximize effects by coordinating the best combination of media, social, digital and/or interpersonal tactics to accomplish organizational or marketing goals. Students will be introduced to public relations strategies and advertising principles and will examine the roles of advertising and communicating information to different audiences.

MCOM-2200 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-2210 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-2500 Web Design I
(3 credits) (Discretion of Department)

This introductory course explores front-end web design and development concepts and techniques. The primary focus of the course is on developing skill in HTML and CSS coding. Visual design concepts will also be discussed in relationship to designing for a specific audience while balancing aesthetic appeal with practical application. Students will apply these concepts in the design of a published website. (VC)

General Education Categories: Visual Communication

**MCOM-2600 Principles of Visual Communications
(3 credits) (Both Fall & Spring Semesters)**

This course explores the impact of visually mediated messages in society from multiple perspectives. Topics discussed in the course include such areas as graphic design, typography, photography, film, and computer generated images. This class is ideal for students from any discipline interested in understanding images including visual rhetoric, visual analysis, semiotics, and formalism in order to providing a deeper understanding of images in contemporary culture. (AE, VC)

General Education Categories: Aesthetic Experience, Visual Communication

**MCOM-2610 Digital Photography I
(4 credits) (Fall Semester)**

This course covers the study and application of skills required to produce compelling and fundamentally correct photographic images. Students will be introduced to the fundamental techniques of producing images for both print and web. Working exclusively in a digital format, students will learn electronic image editing, working in RAW, non-destructive editing techniques, and photo compositing. Topics covered include composition, exposure, lighting, ethics, and color. The course also emphasizes fundamental visual reporting principles and practices. (AE, VC)

General Education Categories: Aesthetic Experience, Visual Communication

**MCOM-2620 Video Production I
(3 credits) (Discretion of Department)**

This course examines the techniques of video production based on applied contemporary video editing practices and the use of digital and non-linear editing equipment. Major emphasis is placed on the hands-on application of basic concepts ranging from conceptualization, shooting, editing, lighting, and sound production.

**MCOM-2650 Podcasting
(3 credits) (Spring Semester)**

This course explores the field of podcasting as an emergent and important modern media form across genres and disciplines. Students will write, produce, record, and distribute their own podcasts on the major podcast indices using modern media artifacts and relevant texts to learn the important industry standard practices. Students will be introduced to professional broadcasting strategies.

**MCOM-2980 Special Topic
(3 credits) (Discretion of Department)**

This course is available between published revisions to the catalog and is experimental in the launching of a new course.

**MCOM-3200 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)**

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

**MCOM-3210 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)**

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

**MCOM-3220 Publication Practicum 1
(2 credits) (Both Fall & Spring Semesters)**

This course provides laboratory work on "The Circuit" student news and "Raven" yearbook. Students will also receive experience in social media management and web content management. Students put in action the process of developing, reporting, editing, photographing, and publishing for a converged media newsroom. Students meet weekly with a faculty adviser to address organizational and production issues. Publications practicums are open to all students, regardless of major.

**MCOM-3225 Publication Practicum 1
(2 credits) (Both Fall & Spring Semesters)**

This course provides laboratory work on "The Circuit" student news and "Raven" yearbook. Students will also receive experience in social media management and web content management. Students put in action the process of developing, reporting, editing, photographing, and publishing for a converged media newsroom. Students meet weekly with a faculty adviser to address organizational and production issues. Publications practicums are open to all students, regardless of major.

**MCOM-3310 Art of Presentation
(3 credits) (Discretion of Department)**

In addition to the basic theory and practice of public speaking, this course will cover the essential components of modern presenting, including the dynamics of effective storytelling and the use of visual imagery. Students will explore concepts such as topic selection, audience analysis, organization, illustration, use of electronic and digital media, language, and delivery. Working independently and with peer groups, students will be actively involved in every step of the process of presentation preparation and execution. Assignments will include short presentations (personal story, paying tribute), a major presentation (informative or persuasive), presentation analyses, short response papers, and quizzes on required readings. (OC)

General Education Categories: Oral Communication

**MCOM-3320 Advertising Principles
(3 credits) (Spring Semester)**

This course is a comprehensive survey of the principles, practices and strategies of advertising. The course includes an overview of strategic communication, branding, target audience analysis, copy writing, and the creative messaging involved in positioning and branding a persuasive message for both print and digital mediums.

Prerequisite(s): MCOM-2000.

**MCOM-3325 Publication Practicum 1
(2 credits) (Both Fall & Spring Semesters)**

This course provides laboratory work on "The Circuit" student news and "Raven" yearbook. Students will also receive experience in social media management and web content management. Students put in action the process of developing, reporting, editing, photographing, and publishing for a converged media newsroom. Students meet weekly with a faculty adviser to address organizational and production issues. Publications practicums are open to all students, regardless of major.

Prerequisite(s): MCOM-3225.

MCOM-3330 Public Relations
(3 credits) (Fall Semester)

This course introduces students to the fundamental principles of public relations. The course focuses on both the theoretical and practical application of effective communication skills, media relations practices, strategic planning, crisis management, and the ethical and legal implications of public relations.

Prerequisite(s): JOUR-2620, or permission of instructor.

MCOM-3600 Signs & Symbols
(3 credits) (Discretion of Department)

Students learn how symbols define self-image, shape national identity, regulate social experience, establish and reinforce authority, act as visual cues in rites of initiation, and form religious beliefs. Beginning with traditional or primitive cultures, the course travels through time to discover the meaning of signs and symbols in modern societies. This class examines symbolic thought and symbolism in religion, art, architecture, language, mathematics as well as traditional societies. In this course, students are introduced to fundamental theories and methods in order to recognize, interpret, decode, and analyze the symbols from a range of perspectives. (AE, VC)

General Education Categories: Aesthetic Experience, Visual Communication

MCOM-3610 Digital Photography II
(4 credits) (Discretion of Department)

Digital Photography II is a comprehensive program of practical exercises and academic study as it applies to producing images for media across multiple platforms. This course aims to provide students with a comprehensive understanding of photography as it relates to journalism and other mass media applications. Studio photography, personal photo essays, picture stories, and documentary projects are self-assigned. In this course, students develop a personal style, content, design, as well as an opportunity to create a professional-caliber portfolio. (AE, VC)

Prerequisite(s): MCOM-2610.

General Education Categories: Aesthetic Experience, Visual Communication

MCOM-3670 Sports Multimedia
(3 credits) (Fall Semester)

This course explores the field of sports multimedia through a blend of theoretical study and individual practice. Students will design, develop, and maintain their own sports news and information blog using the WordPress (TM) platform, using a combination of modern media artifacts and relevant texts to learn the important industry standard practices. Students will be introduced to the industry-standard fields of search engine optimization (SEO) and social media optimization (SMO) to develop, cultivate, and grow their readership and brand.

MCOM-3680 Sports Broadcasting I
(3 credits) (Both Fall & Spring Semesters)

Students will explore the development and application of producing and broadcasting live sporting events. Concepts covered include researching players and opponents, recording and editing pre-game and halftime segments and delivering game commentary (color commentary and play-by-play). Additionally, students may also participate in weekly coach's shows as their broadcasting experience grows.

MCOM-3980 Special Topic
(3 credits) (Both Fall & Spring Semesters)
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MCOM-4040 Christianity in Mass Media
(3 credits) (Spring Semester)

This course examines both the state of Christianity in the world today and its presence in mass media. We will examine the factors that led to the ascendancy of Christianity as a means of mass communications of the past and identify to what extent Christianity has continued to lead in media or to what extent it has become reactive. We will look at Christianity as it relates to journalism, radio, TV, film, print, Internet, public relations, and audio.

MCOM-4090 Senior Seminar
(1 credit) (Both Fall & Spring Semesters)

The senior comprehensive for Journalism and Mass Communications majors gives students opportunities to demonstrate skills learned in department courses. The course also explores tools, concepts, and issues graduates need to conduct a successful job search. Students will complete a project that demonstrates competency in a concentration area (e.g., journalism, publication design, advertising, public relations, and photojournalism). Students will also prepare an electronic portfolio of their work.

Prerequisite(s): Senior standing.

MCOM-4200 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-4210 Yearbook Practicum
(1 credit) (Both Fall & Spring Semesters)

This course provides laboratory work on the Raven yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. At least one practicum must be completed as a senior. Student publications are open to all students, regardless of major.

MCOM-4220 Publication Practicum 2
(2 credits) (Both Fall & Spring Semesters)

This course provides laboratory work on "The Circuit" student news and "Raven" yearbook. Students will also receive experience in social media management and web content management. Students put in action the process of developing, reporting, editing, photographing, and publishing for a converged media newsroom. Students meet weekly with a faculty adviser to address organizational and production issues. Publications practicums are open to all students, regardless of major.

Prerequisite(s): MCOM-3225.

MCOM-4330 Advanced Publ Rel
(3 credits) (Spring Semester)

This course fosters students' public relations foundation with advanced training in content creation and client relationship building. Designed as work simulation, students will be assigned individual clients to create industry standard, public relations written and creative materials. With this practical application of public relations, students will learn effective client communication skills, media relations practices, content creation, and public relations best practices. Pre-requisite: JOUR-2620 and MCOM-3330.

MCOM-4680 Sports Broadcasting II

(3 credits) (Discretion of Department)

Sports Broadcasting II is an advanced course in the operation and use of a Tri-Caster unit to produce a live video-streamed broadcast of Benedictine sporting events. This class will deal more with the production side of video sports broadcasting rather than on-air announcing.

Production elements include items such as instant replay, live text, and the sports graphic package. In addition, students will also take on a more direct role in producing, and then directing live sports events on campus throughout the semester.

Prerequisite(s): MCOM-3680.

MCOM-4980 Special Topic

(3 credits) (Discretion of Department)

This course is available between published revisions to the catalog and is experimental in the launching of a new course.

MCOM-4990 Independent Study

(1-4 credits) (Discretion of Department)

Independent study courses include tutorials and directed readings. These courses allow students to explore other areas and issues of the media.

Meetings are arranged at the discretion of the instructor. Requires prior approval of department chair and pre-approved contract of educational goals.