

MASS COMMUNICATION/ COMM ARTS (MCM)

MCM 120 - Introduction to Mass Communication (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Examines the history, technical development and cultural impact of the media, including books, newspapers, magazines, radio, sound recording, movies, television and the Internet; as well as related areas of public relations and advertising. Focuses on media convergence, trends and issues. Analyzes the impact and effects of media on our consumer culture and democratic system. Encourages critical evaluation of the media. IAI MC 911

Typically offered: Fall, Spring, Summer

MCM 130 - Introduction to Journalism (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Introduces the basics of writing for the media and Associated Press (AP) style, focusing on print journalism. Explores the history, legal and ethical concerns, and culture of journalism. Develops fundamental skills in writing, interviewing and conducting research using traditional and Internet sources. Emphasizes accuracy, conciseness, grammar and spelling skills. Explores career opportunities in journalism. Some beginning reporting and writing in computer lab. IAI MC 919

Typically offered: Fall, Spring

MCM 150 - Social Media Management and Measurement (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Focuses on creating, maintaining, measuring and improving social media networks for a variety of industries. Students engage in data-driven decision making to alter or improve social media channels.

Typically offered: Fall, Spring, Summer

MCM 156 - Audio Production I (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Introduces students to the equipment, facilities and terminology of the audio media industry. Students will work on individual field and studio projects including radio show production, public service announcements, audio documentaries and sound design. Students will be introduced to the technical aspects of sound recording and non-linear, multi-track audio editing. IAI MC 915

Typically offered: Spring

MCM 157 - Podcast Production (3 Credits)

2 lecture, 2 lab, 4 total contact hours

Introduces the recording, editing, and distribution technology required to produce a podcast. Includes terminology, basic script writing, editing, producing long and short form audio projects in a studio and field setting. Students will use audio to produce creative, informative, and entertaining podcasts that can be distributed globally.

Typically offered: Spring

MCM 180 - Applied Mass Communication/Radio Practicum (1 Credit)

0 lecture, 2 lab, 2 total contact hours

Provides practical experience in media production, post-production, media management, and radio station operation. This is a project-based course where students build skill sets over time from beginner, intermediate, advanced and expert, and therefore is repeatable three times, up to a maximum of four (4) credits.

Typically offered: Fall, Spring, Summer

MCM 200 - Film History (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Surveys the historical development of film emphasizing a study of films and innovations in film production that have had a significant influence on film as an art form. Explores the history of film through the eyes of the filmmaker. Students will analyze film movements from multiple countries and recognize their effect on each other and the Hollywood film model.

IAI F2 909

World Culture and Diversity

Typically offered: Fall, Spring, Summer

MCM 205 - Multi-Platform Photojournalism (3 Credits)

3 lecture, 3 total contact hours

Introduces students to the principles and techniques of photojournalism for use in a variety of platforms including print, broadcast, web and social media. Students will use still photography and mobile video production techniques to create products for web journalism, public relations and marketing. IAI MC 921

Typically offered: Spring

MCM 210 - Video Editing and Video Post-Production (3 Credits)

3 lecture, 3 total contact hours

Focuses on using non-linear editing software to combine visuals and sound for a variety of genres and media types including cinematic storytelling, documentaries, news, and web series. Includes editing theory and techniques; film history; and post-production workflow including ingesting media, editing, sound mixing, color correction, and final delivery.

Typically offered: Fall, Spring

MCM 211 - Video Production (3 Credits)

3 lecture, 3 total contact hours

Introduces students to the application of fundamental non-studio video production techniques. Includes terminology, conceptualization, basic script writing, field audio operations and lighting in a non-studio setting. IAI MC 916-B

Typically offered: Fall, Spring

MCM 212 - Multi-Camera Production (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Introduces students to the application of fundamental multi-camera production techniques. Includes terminology, conceptualization, basic script writing, audio board operations, editing, shooting and lighting in multi-camera settings including live events, social media streaming and video conferencing. IAI MC 916A

Typically offered: Fall, Spring

MCM 218 - Broadcast Graphics (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Introduces the concepts, techniques, and vocabulary of motion graphics and compositing for motion picture, television broadcast, streaming, and other media outlets. Students will create, select, and manipulate video, photos, text, and vector assets within layered sequences for effective media communication. (pending IAI MC 924)

Typically offered: Fall, Spring

MCM 233 - Introduction to Public Relations (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Explores the history, theory, practice and role of public relations in government, corporate, non-profit and private organizations. Introduces students to the business and creative aspects of public relations, as well as the complexities of issue management. Students will prepare original public relations campaigns for print, broadcast and electronic media. Familiarizes the student with computer software for desktop publishing. IAI MC 913 Recommended Prerequisite: MCM 230 with a grade of C or better, or computer design experience.

Typically offered: Fall, Spring, Summer

MCM 240 - Topics In Mass Communication (1-6 Credits)

1 - 6 lecture, 1 - 6 total contact hours

Studies selected problems or topics in mass communication. The exact content and instructional methodology will vary semester to semester depending on the material to be studied. A syllabus or course outline containing additional information with pre-registration materials will be available each time the course is offered. This course may be repeated up to a maximum of six credit hours.

Typically offered: Fall, Spring, Summer

MCM 275 - Mass Communication Internship (1-3 Credits)

0 lecture, 5 - 15 lab, 5 - 15 total contact hours

Provides work experience in the various mass communication fields. Credit is given for participation in a supervised work experience wherein an organized training plan will be followed.

Typically offered: Fall, Spring, Summer