

BACHELOR OF APPLIED ARTS IN MEDIA AND COMMUNICATION STUDIES (BMCS) - DIPLOMA IN MEDIA COMMUNICATIONS

The methods and technologies we use to create and transmit information, persuade others and build communities are evolving rapidly and continuously. While established media brands adapt new ways of storytelling, creators and consumers alike in a range of media disciplines use new tools to inform, share and influence.

At the University of Guelph-Humber, the Media and Communication Studies program allows students to explore emerging trends and technologies and to study the historical, social, cultural and ethical dimensions of the field through courses that challenge them to think critically. Other courses teach students how to work, both individually and in team environments, to produce content using industry-standard methods, software, tools and practices.

Specializations are offered in Multimedia Journalism, Public Relations, Visual Communication, Digital Marketing and Social Media, and Media Management and Analytics. Students in all specializations are required to complete 20.00 credits in order to be eligible for graduation: 10.50 core media studies credits, 3.50 restricted elective and specialization credits and 1.50 elective credits. Students must complete these requirements in order to be eligible to graduate with both the university honours degree (awarded by the University of Guelph) and the college diploma (awarded by the Humber Institute of Technology and Advanced Learning). No option exists to graduate with only one of the above listed credentials as the program is fully integrated.

All students are also required to complete an internship (200+ hours), and have the option to research and write a major thesis in their final year.

Specializations

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Digital Marketing and Social Media (DMSM)

The Digital Marketing and Social Media specialization combines the fundamental principles of marketing with the evolving study of social media and its relationship to consumer behavior. Students in this stream learn how to market a product, service, or concept to an audience using social media platforms in addition to other methods. Courses include

those that focus on search engine optimization techniques, social media analytics and effective web design.

Media Management and Analytics (MMA)

Students in the Media Management and Analytics stream focus on the development of various media enterprises and organizations. Students learn about business operations as this term applies to the media industry specifically, but also develop a knowledge of strategic communications in general, and content strategy in particular. In addition, Media Management and Analytics students learn to gather and leverage research while developing their data management skills. Graduates of this specialization are employable in a range of areas related to promotion, which covers everything from digital advertising to content strategy, to data analytics.

Multimedia Journalism (MJ)

In Multimedia Journalism, students have the opportunity to write and produce reportorial and editorial content using a range of media. The program features training in writing and production for news sites, print and online magazines, audio journalism, video journalism and using multimedia tools. Students have access to a state-of-the-art studios, equipment and software.

Public Relations (PR)

The Public Relations stream teaches students to communicate effectively for business, government, and other organizations using contemporary practices and tools. They develop writing, pitching, content strategy and planning skills in courses that focus on such skills as media relations, event planning and management, crisis communications, reputation management and content strategy.

Visual Communication (VC)

Students in the Visual Communication stream are exposed to all aspects of photography, including studio lighting, location photography and image capture and manipulation; digital graphic design that incorporates visual communication and design theory in the creation of still and motion graphics, photography manipulation, marketing and editorial layouts, art direction and production design; and videography, including storyboarding, video storytelling, shooting and editing video and sound.

Conditions for Graduation

In addition to meeting all program specific course and credit requirements, students must have a minimum 60% cumulative average in order to be eligible for graduation. Students will not normally be eligible to graduate while on Probationary status or Required to Withdraw status. A student denied graduation while on Probationary status or Required to Withdraw status may submit a request for Academic Consideration to the Academic Review Sub-Committee.

Media and Communication Studies Program – Schedule of Studies

DMSM = Digital Marketing and Social Media only

MJ = Multimedia Journalism only

MMA = Media Management and Analytics only

PR = Public Relations only

VC = Visual Communication only

Note: All courses are weighted 0.50 credits unless noted otherwise.

Code	Title	Credits			
Semester 1			MDST*3060	Public Affairs (PR)	0.50
MDST*1020	Introduction to Communication Theory and Mass Media	0.50	MDST*3180	Audio Journalism (MJ)	0.50
MDST*1040	Writing and Research for Media And Communication Studies I	0.50	MDST*3210	Videography I (VC)	0.50
MDST*1090	Organizational Behaviour and Teamwork	0.50	MDST*3340	Media Management Analytics I (MMA)	0.50
MDST*1100	Introduction to Journalism and Digital Storytelling	0.50	Select 0.50 credits from the following:		
0.50 electives		0.50	MDST*3120	Digital Graphic Design II (VC)	0.50
Semester 2			MDST*3330	Introduction to Content Strategy (MJ, PR, DMSM, MMA)	0.50
AHSS*1080	Ethical Issues in Media	0.50	Semester 6		
MDST*1200	Introduction to Marketing and Public Relations	0.50	MDST*3390	Public Practice	0.50
MDST*2020	Freedom, Rights and the Media	0.50	Select 0.50 credits from the following:		
0.50 electives		0.50	MDST*3030	Event Management (MMA)	0.50
Select 0.50 credits from the following:			MDST*3190	Advanced Research Methods for Media and Communications Studies	0.50
AHSS*2130	Subcultures in Mainstream Media	0.50	MDST*3360	New Worlds: Exploring XR (MJ, VC, DMSM)	0.50
MDST*1000	Introduction to Media Management	0.50	MDST*3380	Photojournalism (MJ, VC)	0.50
MDST*1070	Introduction to Photography ¹	0.50	MDST*3430	Client Relations (PR, DMSM, MMA)	0.50
Semester 3			Select 0.50 credits from the following:		
AHSS*2030	Contemporary Narrative	0.50	MDST*3000	Magazine Writing, Editing and Production (MJ)	0.50
MDST*1030	Visual Communication and Design	0.50	MDST*3170	Writing for Public Relations II (PR)	0.50
MDST*2080	Writing and Research for Media And Communication Studies II	0.50	MDST*3370	Professional Selling for Media (MMA)	0.50
MDST*2090	Social Media Issues and Perspectives	0.50	MDST*3440	Digital Graphic Design III (VC)	0.50
MDST*2150	Introduction to Data and the Information Society ²	0.50	MDST*3450	Social Media Analytics (DMSM)	0.50
or MDST*2120	Vive la Revolution: Alternative And Advocacy Media		Select 0.50 credits from the following:		
Semester 4			MDST*2050	Specialized Reporting (MJ)	0.50
AHSS*2020	Presentations and Persuasion	0.50	MDST*3030	Event Management (PR)	0.50
MDST*2110	Transmedia Storytelling	0.50	MDST*3110	Location Photography (VC)	0.50
MDST*3040	Power, Culture and the Individual	0.50	MDST*3250	Web Design II (DMSM)	0.50
MDST*2070	Digital Graphic Design I ³	0.50	MDST*3460	Media Management Analytics II (MMA)	0.50
or AHSS*2130	Subcultures in Mainstream Media		Select 0.50 credits from the following:		
0.50 electives		0.50	MDST*3020	Video Journalism (MJ)	0.50
Semester 5			MDST*3240	Crisis Communications and Reputation Management (PR)	0.50
AHSS*3220	Law and the Media	0.50	MDST*3310	Media Organizational Leadership (MMA)	0.50
Select 0.50 credits from the following:			MDST*3400	SEO Perspectives (DMSM)	0.50
MDST*2000	News Gathering (MJ)	0.50	MDST*4170	Videography II (VC)	0.50
MDST*2040	Media Relations (PR)	0.50	Semester 7		
MDST*2210	Image Processing: Capture and Manipulation (VC)	0.50	MDST*4010	Media and Communication Studies Internship	1.50
MDST*3420	The Project Lifecycle (MMA, DMSM)	0.50	Select 0.50 credits from the following:		
Select 0.50 credits from the following:			MDST*4000	Media Practices I	0.50
MDST*2030	News Writing and Editing (MJ)	0.50	MDST*4410	Media Studies Thesis I	0.50
MDST*2510	Studio Lighting Fundamentals (VC)	0.50	Select 0.50 credits from the following:		
MDST*3080	Writing for Public Relations I (PR)	0.50	MDST*3350	Web Design III (DMSM)	0.50
MDST*3280	Media Advertising (MMA)	0.50	MDST*4020	Case Studies in Public Relations (PR)	0.50
MDST*3410	Social Media Strategies (DMSM)	0.50	MDST*4030	Case Studies in Media Management And Analytics (MMA)	0.50
Select 0.50 credits from the following:			MDST*4040	Multimedia Journalism Production (MJ)	0.50
AHSS*3080	Introduction to Web Design (DMSM)	0.50	MDST*4240	Videography III (VC)	0.50
			Semester 8		
			MDST*3490	Freelancing and Small Business Development for Media Professionals	0.50

MDST*4080	Media in the Global Context	0.50
MDST*4210	Media Practices II	1.00
or MDST*4520	Media Studies Thesis II	
Select 0.50 credits from the following:		
MDST*3260	Art Direction and Production Design (VC)	0.50
MDST*3320	Engagement & Social Media For Journalists (MJ)	0.50
MDST*3470	Audits and Analysis (MMA)	0.50
MDST*3480	Specialized Public Relations (PR)	0.50
MDST*4090	Web Design IV (DMSM)	0.50

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Note: MDST*1070 is a prerequisite for VC specialization courses in years 3 and 4, and for MDST*3380 Photojournalism

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Note: MDST*2150 is a prerequisite for the MMA Specialization in years 3 and 4

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Note: MDST*2070 is prerequisite for the VC Specialization in years 3 and 4.