

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.

Students are required to complete 20.00 credits in order to be eligible for graduation: 12.50 core MCS credits, 6.00 credits in an Area of Emphasis or restricted electives, and 1.50 General Elective credits. 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. 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.

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.

Areas of Emphasis

Students may choose to specialize through completion of an area of emphasis, which are offered in Digital Marketing and Social Media, Media Business and Management, and Visual Communication. In order to obtain recognition for an optional area of emphasis, students are required to complete 6.00 credits of restricted electives from the listing in that area. Students who choose not to declare an area of emphasis must choose from the restricted electives indicated in the Program Plan.

Students who wish to complete an area of emphasis must declare so by the end of the third (3rd) semester of full-time study. Only one area of emphasis may be declared.

Digital Marketing and Social Media (DMSM)

The Digital Marketing and Social Media Area of Emphasis 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 and social media analytics.

Media Business and Management (MBM)

Students in the Media Business and Management Area of Emphasis focus on the development of various media enterprises and organizations. Students learn about business in key areas such as organizational behaviour, consumer behaviour and leadership, with a focus on the media industry, studying the skills required to manage a media enterprise, such as data management and analytics, advertising and team-building.

Visual Communication (VC)

Students in the Visual Communication Area of Emphasis are exposed to all aspects of photography, including studio lighting, location photography and image capture and manipulation; digital graphic design that incorporates 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.

Media and Communication Studies Program – Schedule of Studies

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

Code	Title	Credits
Semester 1		
MDST*1020	Introduction to Communication Theory and Mass Media	0.50
MDST*1040	Writing and Research for Media And Communication Studies I	0.50
MDST*1090	Organizational Behaviour and Teamwork	0.50
MDST*1100	Introduction to Journalism and Digital Storytelling	0.50
0.50 electives		0.50
Semester 2		
AHSS*1080	Ethical Issues in Media	0.50
MDST*1030	Visual Communication and Design	0.50
MDST*1200	Introduction to Marketing and Public Relations	0.50
MDST*2020	Freedom, Rights and the Media	0.50
0.50 electives		0.50
Semester 3		
MDST*1300	Media Production Toolkit	0.50
MDST*2080	Writing and Research for Media And Communication Studies II	0.50
MDST*2090	Social Media Issues and Perspectives	0.50
MDST*2150	Data and the Information Society	0.50
0.50 electives		0.50
Semester 4		
AHSS*2020	Presentations and Persuasion	0.50
MDST*2110	Transmedia Storytelling	0.50
1.50 credits from Area of Emphasis or restricted electives		1.50
Semester 5		

AHSS*3220	Law and the Media	0.50
2.00 credits from Area of Emphasis or restricted electives		2.00
Semester 6		
MDST*3390	Public Practice	0.50
MDST*3040	Power, Culture and the Individual	0.50
or AHSS*2130	Subcultures in Mainstream Media	
MDST*3190	Advanced Research Methods for Media and Communications Studies	0.50
or MDST*3500	Project Management for Media and Communications	
1.00 credits from Area of Emphasis or restricted electives		1.00
Semester 7		
MDST*4010	Media and Communication Studies Internship	1.50
MDST*4000	Media Practices I	0.50
or MDST*4410	Media Studies Thesis I	
0.50 credits from Area of Emphasis or restricted electives		0.50
Semester 8		
MDST*4080	Media in the Global Context	0.50
or MDST*4400	Special Topics in Media and Communication Studies	
MDST*4210	Media Practices II	1.00
or MDST*4520	Media Studies Thesis II	
1.00 credits from Area of Emphasis or restricted electives		1.00

Areas of Emphasis

In order to obtain recognition for an optional area of emphasis, students are required to complete 6.00 credits in restricted electives from the listing in that area. Students are encouraged to consult the Program Plan for the suggested sequence of courses.

Students who choose not to declare an area of emphasis must choose from the restricted electives indicated in the Program Plan. In this case, students will take a sampling of courses (4.50 credits) across the various sub-disciplines and 1.50 credits of any additional MDST courses.

Digital Marketing and Social Media (DMSM)

Code	Title	Credits
MDST*1040	Writing and Research for Media And Communication Studies I	0.50
MDST*2070	Digital Graphic Design I	0.50
MDST*2180	Web Design	0.50
MDST*3080	Writing for Public Relations	0.50
MDST*3330	Content Strategy	0.50
MDST*3340	Analytics for Marketing and Communications	0.50
MDST*3400	SEO Perspectives	0.50
MDST*3410	Social Media Strategies	0.50
MDST*3460	Advanced Analytics for Marketing and Communications	0.50
MDST*3490	Freelancing and Small Business Development for Media Professionals	0.50
MDST*3360	New Worlds: Exploring XR	0.50
or MDST*3430	Client Relations	
MDST*3180	Audio Storytelling	0.50

or MDST*3240	Crisis Communications and Reputation Management
--------------	---

Media Business and Management (MBM)

Code	Title	Credits
BADM*2020	Consumer Behaviour	0.50
BADM*2030	Advertising in Business	0.50
BADM*4390	Relationship Marketing	0.50
MDST*1000	Introduction to Media Management	0.50
MDST*3030	Event Management	0.50
MDST*3240	Crisis Communications and Reputation Management	0.50
MDST*3330	Content Strategy	0.50
MDST*3340	Analytics for Marketing and Communications	0.50
MDST*3430	Client Relations	0.50
MDST*3460	Advanced Analytics for Marketing and Communications	0.50
BADM*1020	Business Information Systems	0.50
or BADM*2000	Human Resources Management	
MDST*3400	SEO Perspectives	0.50
or MDST*3410	Social Media Strategies	

Visual Communication (VC)

Code	Title	Credits
MDST*1070	Photography	0.50
MDST*2070	Digital Graphic Design I	0.50
MDST*2180	Web Design	0.50
MDST*2210	Image Processing: Capture and Manipulation	0.50
MDST*2510	Studio Lighting Fundamentals	0.50
MDST*3110	Location Photography	0.50
MDST*3120	Digital Graphic Design II	0.50
MDST*3210	Video Production I	0.50
MDST*3490	Freelancing and Small Business Development for Media Professionals	0.50
MDST*4170	Video Production II	0.50
MDST*3260	Art Direction and Production Design	0.50
or MDST*4240	Broadcast Studio Production	
MDST*3360	New Worlds: Exploring XR	0.50
or MDST*3440	Digital Graphic Design III	