

# Bachelor of Science in Media Studies - Strategic Communication Emphasis

A Bachelor of Science in Media Studies degree with an emphasis in Strategic Communication has five basic components:

1. General Education & Institutional Requirements
2. Media Studies Core Requirements
3. Strategic Communication Emphasis Requirements
4. Strategic Communication Elective Requirements
5. Electives: college-level courses from any prefix to meet Graduation Requirements (p. 2)

## DSU General Education & Institutional Requirements

All DSU General Education and Institutional requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to DSU's minimum General Education standards in American Institutions, English, and Mathematics.

Code	Title	Hours
<b>Institutional Requirement in Computer Literacy</b> ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		
	Computer Literacy	0-6
<b>General Education Core Requirements</b> ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		
	English	3-7
	Information Literacy	0-1
	Mathematics	3-5
	American Institutions	3-6
	Life Sciences	3-10
	Physical Sciences	3-5
	Laboratory Science	0-1
	Fine Arts	3
	Literature/Humanities	3
	Social & Behavioral Sciences	3
	Exploration	3-5
	Two (2) Global & Cultural Perspectives Courses	0-6
<b>Media Studies Core Requirements</b>		
COMM 1050	Introduction to Communication Theory	3
COMM 3060	Communication Theory	3
COMM 4450	Communication Research	3
COMM 4900R	Communication Internship	3
COMM 4980	Senior Seminar	4
MDIA 1130	Writing for Media Audiences	3
MDIA 1500	Intro to Mediated Communication	3
MDIA 3510	Media Ethics	3
MDIA 4260	Media Law	3
<b>Strategic Communication Emphasis Requirements</b>		
MDIA 2300	Principles of Strategic Communication	3
MDIA 3580	Case Studies in Strategic Communication	3
MDIA 4580	Strategic Communication Campaigns	3
MDIA 4640	Feature Writing	3
MDIA 4440R	Strategic Communication Practicum	3
<b>Strategic Communication Elective Requirements</b>		
Complete 9 credits from any 3000 or 4000 level MDIA course not specified as a degree requirement.		
Recommended (not required) elective for incoming students:		
COMM 1001	FYE: Communication	1

## Graduation Requirements

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at DSU for institutional residency.
4. Cumulative GPA 2.5 or higher.
5. Grade C or higher in each Core Discipline Requirement course.

## Graduation Plan

Course	Title	Hours
<b>1st Year</b>		
<b>Fall Semester</b>		
COMM 1001	FYE: Communication	1
ENGL 1010	Introduction to Writing	3
LIB 1010	Information Literacy	1
General Education (Fine Arts / GLOCUP) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
General Education (Mathematics - MATH 1040 recommended) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
MDIA 1500	Intro to Mediated Communication	3
Hours		14
<b>Spring Semester</b>		
CIS 1200	Computer Literacy	3
COMM 1050	Introduction to Communication Theory meets General Education (Social & Behavioral Sciences) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )	3
ENGL 2010	Interm Writing Selected Topics:	3
General Education (Literature/Humanities) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
MDIA 2300	Principles of Strategic Communication	3
Hours		15
<b>2nd Year</b>		
<b>Fall Semester</b>		
General Education (American Institutions) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
General Education (Life Science/Lab) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		4
General Education (GLOCUP) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
MDIA 1130	Writing for Media Audiences	3
Media Studies Elective *		3
Hours		16
<b>Spring Semester</b>		
General Education (Physical Sciences) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
General Education (Exploration) ( <a href="http://catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a> )		3
Media Studies Elective *		3
Media Studies Elective *		3
General Elective		3
Hours		15
<b>3rd Year</b>		
<b>Fall Semester</b>		
MDIA 3060	Media Theory	3
MDIA 3580	Case Studies in Strategic Communication	3
Media Studies Elective: Upper Division		3
General Elective		3
General Elective		3
Hours		15
<b>Spring Semester</b>		
COMM 4900R	Communication Internship	3
MDIA 3510	Media Ethics	3

MDIA 4440R	Strategic Communication Practicum	3
MDIA 4580	Strategic Communication Campaigns	3
General Elective		3
Hours		15
<b>4th Year</b>		
<b>Fall Semester</b>		
COMM 4450	Communication Research	3
MDIA 4260	Media Law	3
MDIA 4640	Feature Writing	3
Media Studies Elective: Upper Division		3
General Elective		3
Hours		15
<b>Spring Semester</b>		
COMM 4980	Senior Seminar	4
Media Studies Elective: Upper Division		3
Upper Division Elective		3
General Elective		2
General Elective		3
Hours		15
Total Hours		120

\* Media Studies Electives are courses that are prerequisites to upper division Media Studies coursework. These courses may be used to explore Media Studies disciplines.