

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
Institutional Requirement in Computer Literacy (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		
	Computer Literacy	0-6
General Education Core Requirements (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		
	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
Media Studies Core Requirements		
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
Strategic Communication Emphasis Requirements		
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
Strategic Communication Elective Requirements		
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
1st Year		
Fall Semester		
COMM 1001	FYE: Communication	1
ENGL 1010	Introduction to Writing	3
LIB 1010	Information Literacy	1
General Education (Fine Arts / GLOCUP) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
General Education (Mathematics - MATH 1040 recommended) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
MDIA 1500	Intro to Mediated Communication	3
Hours		14
Spring Semester		
CIS 1200	Computer Literacy	3
COMM 1050	Introduction to Communication Theory meets General Education (Social & Behavioral Sciences) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)	3
ENGL 2010	Interm Writing Selected Topics:	3
General Education (Literature/Humanities) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
MDIA 2300	Principles of Strategic Communication	3
Hours		15
2nd Year		
Fall Semester		
General Education (American Institutions) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
General Education (Life Science/Lab) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		4
General Education (GLOCUP) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
MDIA 1130	Writing for Media Audiences	3
Media Studies Elective *		3
Hours		16
Spring Semester		
General Education (Physical Sciences) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
General Education (Exploration) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)		3
Media Studies Elective *		3
Media Studies Elective *		3
General Elective		3
Hours		15
3rd Year		
Fall Semester		
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
Spring Semester		
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
4th Year		
Fall Semester		
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
Spring Semester		
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.