

Media Studies - Public Relations, BS

Program Description

The Media Studies Degree Program addresses the vast and ubiquitous forms of mediated communication that are available to all in today's world, including in politics, culture, society, and the arts. The program engages students in a wide range of media including television, streaming video, radio and podcasting, print and digital publications, and social media. Students study the history, evolution and the changing state of media technologies and techniques in media production, together with an understanding of the economic and social effects of media, including legal and ethical issues. Students are prepared for a wide range of careers, including those in journalism, TV and radio, video production, social media, publication design, podcasting, content marketing, public relations, and media research. The purpose of the program is ultimately to train students to be effective storytellers in each of these media forms and provide a foundation grounded in theoretical, legal, and ethical perspectives, and build on that foundation with the production skills necessary to be successful contributors to society and to gain meaningful employment.

Program Curriculum

120 credits

Utah Tech General Education Requirements

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

Code	Title	Hours
General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)		
	English	3-7
	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

Media Studies Core Requirements

Code	Title	Hours
MDIA 1130	Introduction to Media Writing	3
MDIA 1380	Introduction to Video Production	2
MDIA 1385	Introduction to Video Production Lab	1
MDIA 1500	Introduction to Media Tools	3
MDIA 1560	Introduction to Audio Production	3
MDIA 2010	Media and Pop Culture (SS, GC)	3
MDIA 3060	Media Analysis and Critique	3
MDIA 3410	Gender, Race and Class in Media	3
MDIA 3450	Social Media Campaigns	3
MDIA 3550	Intermediate Media Tools	3
MDIA 4360	Media Ethics and Law	3
MDIA 4900R	Media Studies Internship	3
MDIA 4980	Media Studies Capstone	3

Public Relations Emphasis Requirements

Code	Title	Hours
MDIA 2300	Introduction to Public Relations	3
MDIA 3480	Social Media Production	3
MDIA 4580	Advanced Public Relations	3
MDIA 4640	Advanced Media Writing	3
MDIA 2340R or MDIA 4440R	Public Relations Practicum I Public Relations Practicum II (ALPP)	3
MDIA 2210R or MDIA 2370R or MDIA 2380R or MDIA 2390R or MDIA 3210R or MDIA 3370R or MDIA 3380R or MDIA 3390R	Journalism Practicum I Live Media Practicum I Radio Practicum I Video Practicum I Journalism Practicum II Live Media Practicum II Radio Practicum II Video Practicum II	3

Public Relations Elective Requirements

Code	Title	Hours
Complete six (6) credits from any 3000 or 4000-level MDIA course not specified as a degree requirement.		6

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 Utah Tech for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Grade C or higher in each Core Discipline Requirement course.

Graduation Plan

1st Year

Fall Semester	Hours	Spring Semester	Hours
First Year Recommended Elective		2 ENGL 2010	3
ENGL 1010		3 General Education (Literature/ Humanities) (catalog.utahtech.edu/ programs/generaleducation/ #gerequirementstext)	3
General Education (Fine Arts) (catalog.utahtech.edu/programs/ generaleducation/#gerequirementstext)		3 MDIA 1130	3
General Education (Mathematics - MATH 1040 recommended) (catalog.utahtech.edu/programs/ generaleducation/#gerequirementstext)		3 MDIA 1385	1
MDIA 1500		3 MDIA 1380	2
MDIA 2010		3 General Elective	3
General Elective		3	
		20	15

2nd Year

Fall Semester	Hours	Spring Semester	Hours
General Education (American Institutions) (catalog.utahtech.edu/programs/generaleducation/#gerequisitestext)		3 General Education (Physical Sciences/Lab) (catalog.utahtech.edu/programs/generaleducation/#gerequisitestext)	4
General Education (Life Sciences) (catalog.utahtech.edu/programs/generaleducation/#gerequisitestext)		3 General Education (Exploration) (catalog.utahtech.edu/programs/generaleducation/#gerequisitestext)	3
MDIA 2300		3 Media Studies Elective*	3
MDIA 3410		3 MDIA 3450	3
MDIA 1560		3 MDIA 2340R, 2370R, 2380R, 2390R, 3210R, 3370R, 3380R, 3390R, or 4440R	1-3
		15	14-16

3rd Year

Fall Semester	Hours	Spring Semester	Hours
MDIA 3060		3 MDIA 3480	3
MDIA 4580		3 MDIA 3550	3
General Elective		3 MDIA 4640	3
General Elective		3 MDIA 4900R	3
MDIA 2370R, 2210R, 2340R, 2380R, 2390R, 3210R, 3370R, 3380R, 3390R, or 4440R		1-3 General Elective	3
		13-15	15

4th Year

Fall Semester	Hours	Spring Semester	Hours
MDIA 4360		3 MDIA 4990R	3
Media Studies Elective: Upper Division		3 Media Studies Elective: Upper Division	3
Media Studies Elective: Upper Division		3 Upper Division Elective	3
General Elective		3 General Elective	3
		General Elective	3
		12	15

Total Hours 119-123

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

BS Media Studies Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Explain mediated communication theories from various traditions and apply those theories to media production, management and consumption.
2. Apply sound reasoning, global and cross-cultural perspectives, critical thinking, ethics, and problem-solving skills to critically evaluate media production, promotion and consumption.
3. Use professional research to evaluate the efficacy of mediated messages, integrating media analytics and metrics into qualitative and quantitative approaches.
4. Develop general and specialized public relations skill sets, integrating professional practices in research of client needs, strategic planning, professional writing and message creation, and evaluation of message effectiveness.