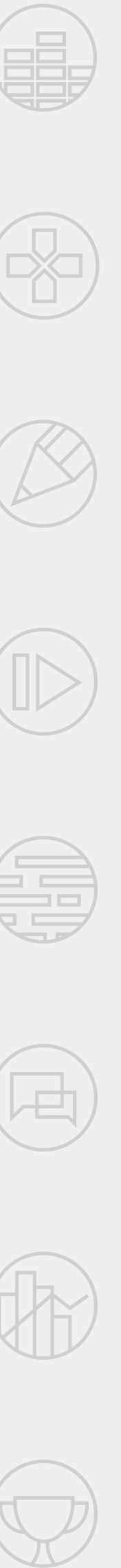




Degree PROGRAMS



Media Communications

Undergraduate Degree Program - *Campus & Online*

OVERVIEW

The Media Communications curriculum at Full Sail University prepares you with extensive knowledge to understand and contribute to the field of media communications and to use new media communication technologies. You will survey critical approaches to contemporary media-related issues and communication theory while working within a project-based learning curriculum. You will be immersed in a supportive environment that fosters the development of the strategies and skills necessary to succeed in today's dynamic media industries. The courses in the Media Communications curriculum are designed to prepare you for a wide variety of careers in media and associated fields where media knowledge and skills are an integral part of their operations.

ASSOCIATE'S OBJECTIVE

Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Associate of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today's media, share knowledge and information, and maximize audience response. You will practice proper research methods, learn the theories and practices of communication, and learn how to edit for the web. Changes in the media industry are contemplated and reflected throughout the degree program's curriculum.

BACHELOR'S OBJECTIVE

Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Bachelor of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today's media, share knowledge and information, and maximize audience response. You will practice proper research and storytelling methods, articulate abstract concepts, and demonstrate your media communication skills through progressive projects in a variety of courses. Changes in the media industry are contemplated and reflected throughout the degree program's curriculum.

Media Communications

Undergraduate Degree Program *Campus & Online*

Campus

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	1	GEN1011	Creative Presentation	3.0
		DEP1013	Psychology of Play	3.0
	2	SEM1000	Storytelling in the Entertainment and Media Industries	4.0
		ENC1101	English Composition I*	4.0
	3	MCM1002	Introduction to Media Communications and Technologies	3.0
		MCM1401	Aesthetics and Theory of Communications*	4.0
	4	MCM1203	New Media Tools	4.0
	5	MCM2416	Digital Video and Audio Production	4.0
	6	MED119	Project and Portfolio I: Media Strategy	3.0
	7	MCM2651	Research in Media Communications	4.0
		MGF1213	College Mathematics	4.0
	8	ART2006	Art History	4.0
		MCB229	Project and Portfolio II: Media Communications	3.0
		MCMC111	Professional Development Seminar I: Media Communications*	1.0
	9	MCM2429	Editing for the Web	4.0
		MCM3855	Graphic Design and Communications	4.0
	10	MCB239	Project and Portfolio III: Media Communications	3.0
		MCMC222	Professional Development Seminar II: Media Communications*	1.0
	11	PHY1020	Fundamentals of Physical Science*	4.0
		MCM3333	Gaming and Transmedia Storytelling	4.0
12	MCM3323	Advanced Audio	3.0	
	MAN3152	Leadership and Organizational Behavior	4.0	
13	MCM3312	Advanced Video	3.0	
	14	MCB349	Project and Portfolio IV: Media Communications	3.0
15	MCM4441	Media Entrepreneurship	4.0	
	MCM3425	Integrated Marketing	3.0	
16	IMK302	Cultural Studies and the Web*	4.0	
	MCB359	Project and Portfolio V: Media Communications	3.0	
17	WEB4550	Web Design	4.0	
	BUL3514	Intellectual Property	4.0	
18	MCB469	Project and Portfolio VI: Media Communications	3.0	
	19	MCM4319	Media Sociology	3.0
MCM4429		New Media Formats	4.0	
20	MCB479	Project and Portfolio VII: Media Communications	3.0	
	MCMC444	Career Readiness: Media Communications*	4.0	

BACHELOR'S TOTAL CREDIT HOURS: 120

BACHELOR'S TOTAL WEEKS: 80

ASSOCIATE'S TOTAL CREDIT HOURS: 60

ASSOCIATE'S TOTAL WEEKS: 40