

Multimedia Production

Bachelor of Science in Communication Arts



Semester 1

Course	Credits	Grade	✓
ENGL 101: Composition & Rhetoric I	3	C*	
COMM 101: Fundamentals of Speech	3		
MCOM 142: Multimedia Storytelling	3		
General Education Course	3		
General Education Course	2-3		
UNIV 100: CU Foundations	1		

15-16

Semester 2

Course	Credits	Grade	✓
ENGL 102: Composition & Rhetoric II	3	C*	
ART 106: Basic Computer Graphics	3		
MCOM 143: Video Studio Production	3		
General Education Course	3		
General Education Course	3		

15

Semester 3

Course	Credits	Grade	✓
*MCOM 237: Video Field Production <i>or</i> MCOM 238: Audio Production	3		
MCOM 239: Social Media Production	3		
General Education Course	3		
General Education Course	3		
Elective/Minor	3		

15

Semester 4

Course	Credits	Grade	✓
MCOM 241: Digital Presenting	3		
MCOM 242: Multimedia Writing	3		
*Art Elective	3		
General Education Course	3-4		
General Education Course	3		

15-16



The Bachelor of Science in Multimedia

Production degree prepares you for many career paths.

To be a member of the media requires flexibility in today's world. You have to be experienced in a variety of video, audio, and online formats. In our program, you will create media content for TV, Radio, and Online in our newly renovated studio.



MILESTONE COURSES

Courses marked as Milestone Courses are crucial for staying on track to complete

your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.



INTERNSHIP

The degree in Multimedia Production includes a 200-hour internship during the last semester of study.

Helpful Hints

- Use this plan in consultation with your Academic Advisor.
- Communication students *must* take COMM 101: Fundamentals of Speech and ART 106: Basic Computer Graphics for their respective Gen Ed categories.
- Students must take either MCOM 237 *or* MCOM 238.

Semester 5

Course	Credits	Grade	✓
MCOM 301: Persuasion	3		
MCOM 306: Editing Digital Media	3		
MCOM 204: Interpersonal Communication	3		
*MCOM 260: Practicum	1		
Elective/Minor	3		
*Art Elective	3		
	16		


Semester 6

Course	Credits	Grade	✓
*MCOM 304: Intercultural Communication & Diversity <i>or</i> MCOM 305: Communication in the Organization	3		
*MCOM 260: Practicum	1		
General Education Course	4		
Elective/Minor	3		
Elective/Minor	3		
Elective/Minor	3		
	17		

Semester 7

Course	Credits	Grade	✓
MCOM 359: Media and Communication Law	3		
MCOM 260: Practicum	*1		
MKT 305: Principles of Marketing	3		
Elective/Minor	3		
Elective/Minor	3		
	13		

Semester 8

Course	Credits	Grade	✓
*MCOM 450: Internship: Mass Communication	3		
Elective/Minor	3		
Elective/Minor	3		
Elective/Minor	3		
Elective/Minor	3		
	15		



ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Multimedia Production. This advisor can help you with course selection, career planning, resume building, and help you with tracking your path to degree completion.

CAREERS

TV—producer, director, reporter, anchor, video editor, sales/advertising
 Radio—DJ, producer, director, reporter, audio editor, sales/advertising
 Digital video/audio editor
 Organizational media director
 Social Media content creation

STUDENT ORGANIZATIONS

Concordian
 WVCU—Concord Radio
 Mountain Lion Television

COMPLEMENTARY MINORS

Art
 Business Administration
 English

Helpful Hints

- Students must take two Art Elective courses, chosen from the following: ART 216, ART 222, ART 223, and ART 361.
- Students must take three (3) hours of MCOM 260 Practicum in any combination of Concordian Workshop, Mt. Lion TV, or WVCU Radio.
- Taking one year of a modern language is highly recommended.
- Majors must achieve a combined GPA of at least 2.5 in all departmental requirements to graduate.
- Semester 8—Students must take MCOM 450: Internship *or* MCOM 460: Senior Practicum. Discuss with your academic advisor which option is the best for you.