

Media & Communication Studies

2 credentials in 4 years

Honours Bachelor of Applied Arts in Media & Communication Studies

from the University of Guelph



Diploma in Media Communications

from Humber Polytechnic

Please be aware that curriculum and course sequencing is subject to change. A program plan will be made available for enrolled students, and should be used for course sequencing and planning purposes.

Course descriptions are available at calendar.guelphhumber.ca.

Semester 1 / **Fall**

| Course Code | Course Name |
|-------------|--|
| MDST*1020 | Introduction to Communication Theory and Mass Media |
| MDST*1040 | Writing and Research for Media and Communication Studies I |
| MDST*1090 | Organizational Behaviour and Teamwork |
| MDST*1100 | Introduction to Journalism and Digital Storytelling |
| | General Elective |

Semester 2 / **Winter**

| Course Code | Course Name |
|-------------|--|
| AHSS*1080 | Ethical Issues in Media |
| MDST*1030 | Visual Communication and Design |
| MDST*1200 | Introduction to Marketing and Public Relations |
| MDST*2020 | Freedom, Rights, and the Media |
| | General Elective |

Semester 3 / **Fall**

| Course Code | Course Name |
|-------------|---|
| MDST*1300 | Media Production Toolkit |
| MDST*2080 | Writing and Research for Media and Communication Studies II |
| MDST*2090 | Social Media Issues and Perspectives |
| MDST*2150 | Data and the Information Society |
| | General Elective |

Semester 4 / Winter

| Course Code | Course Name |
|-------------|------------------------------|
| AHSS*2020 | Presentations and Persuasion |
| MDST*2110 | Transmedia Storytelling |

Specialization

Select your **THREE** corresponding specialization courses

Visual Communication

| | |
|-----------|--------------------------|
| MDST*1070 | Photography |
| MDST*2070 | Digital Graphic Design I |
| MDST*2180 | Web Design |

Digital Marketing & Social Media

| | |
|-----------|--------------------------|
| MDST*2070 | Digital Graphic Design I |
| MDST*2180 | Web Design |
| MDST*3410 | Social Media Strategies |

Media Business and Management

| | |
|-----------|----------------------------------|
| MDST*1000 | Introduction to Media Management |
| MDST*3430 | Client Relations |
| BADM*2030 | Advertising in Business |

*Contact your Academic Advisor for any additional inquiries regarding choosing specialization courses.

Semester 5 / **Fall**

| Course Code | Course Name |
|--|--|
| AHSS*3220 | Law and the Media |
| Specialization Select your FOUR corresponding specialization courses | |
| Visual Communication | |
| MDST*2210 | Image Processing: Capture and Manipulation |
| MDST*2510 | Studio Lighting Fundamentals |
| MDST*3120 | Digital Graphic Design II |
| MDST*3210 | Video Production I |
| Digital Marketing & Social Media | |
| MDST*3080 | Writing for Public Relations |
| MDST*3330 | Content Strategy |
| MDST*3340 | Analytics for Marketing and Communications |
| MDST*2040 | Media Relations |
| MDST*3180 | Audio Storytelling |
| Media Business and Management | |
| MDST*3240 | Crisis Communication and Reputation Management |
| MDST*3330 | Content Strategy |
| MDST*3340 | Analytics for Marketing and Communications |
| BADM*2020 | Consumer Behaviour |

Semester 6 / Winter

| Course Code | Course Name |
|---|---|
| MDST*3390 | Public Practice |
| Choose One: | Only select ONE of the following courses |
| AHSS*2130 | Subcultures in Mainstream Media |
| or | |
| MDST*3040 | Power, Culture, and the Individual |
| Choose One: | Only select ONE of the following courses |
| MDST*3190 | Advanced Research Methods for Media and Communications Studies <i>*required for Thesis I & II*</i> |
| or | |
| MDST*3500 | Project Management |
| Specialization | Select your TWO corresponding specialization courses |
| Visual Communication | |
| MDST*3110 | Location Photography |
| MDST*4170 | Video Production II |
| Digital Marketing & Social Media | |
| MDST*3400 | SEO Perspectives |
| MDST*3460 | Advanced Analytics for Marketing and Communications |
| Media Business and Management | |
| MDST*3030 | Event Management |
| MDST*3460 | Advanced Analytics for Marketing and Communications |

Semester 7 / **Fall**

| Course Code | Course Name |
|---|---|
| MDST*4010 | Media and Communication Studies Internship |
| Choose One: | Only select ONE of the following courses |
| MDST*4000 | Media Practices I |
| or | |
| MDST*4410 | Media Studies Thesis I |
| Specialization | Select your ONE corresponding specialization courses |
| Visual Communication | |
| MDST*3440 | Digital Graphic Design III |
| or | |
| MDST*4240 | Broadcast Studio Production |
| Digital Marketing & Social Media | |
| MDST*3210 | Video Production I |
| or | |
| MDST*3240 | Crisis Communication and Reputation Management |
| Media Business and Management | |
| MDST*3400 | SEO Perspectives |
| or | |
| BADM*2000 | Human Resources Management |

Semester 8 / Winter

| Course Code | Course Name |
|---|--|
| Choose One: | Only select ONE of the following courses |
| MDST*4080 | Media in the Global Context |
| or | |
| MDST*4400 | Special Topics in Media and Communication Studies |
| Choose One: | Only select ONE of the following courses |
| MDST*4210 | Media Practices II |
| or | |
| MDST*4520 | Media Studies Thesis II |
| Specialization | Select your THREE corresponding specialization courses |
| Visual Communication | |
| MDST*3490 | Freelancing and Small Business Development for Media Professionals |
| MDST*3260 | Art Direction and Production Design |
| or | |
| MDST*3360 | New Worlds: Exploring XR |
| Digital Marketing & Social Media | |
| MDST*3490 | Freelancing and Small Business Development for Media Professionals |
| MDST*3360 | New Worlds: Exploring XR |
| or | |
| MDST*3430 | Client Relations |
| Media Business and Management | |
| BADM*4390 | Relationship Marketing |
| BADM*1020 | Business Information Systems |
| or | |
| MDST*4400 | Special Topics in Media and Communication Studies* |

*Students in the Media Business and Management Specialization may take MDST*4400 Special Topics in Media and Communication Studies to fulfill the requirements of either the core OR the Specialization, but it cannot fulfill both requirements.

General (Unspecialized) Option

| Course Code | Course Name | Semester |
|---------------------------------|--|-------------|
| Required Courses | | |
| MDST*2180 | Web Design | Winter |
| MDST*3490 | Freelancing and Small Business Development for Media Professionals | Winter |
| Choose 1.5 credits from: | | |
| MDST*2000 | News and Information Gathering | Fall/Winter |
| MDST*2030 | News Writing and Editing I | Fall/Winter |
| MDST*2050 | News Writing and Editing II | Fall/Winter |
| MDST*3080 | Writing for Public Relations | Fall |
| MDST*3180 | Audio Storytelling | Fall |
| MDST*3380 | Photojournalism | Fall/Winter |
| Choose 1.0 credits from: | | |
| MDST*1070 | Photography | Winter |
| MDST*2070 | Graphic Design I | Winter |
| MDST*3210 | Video Production I | Fall |
| MDST*3360 | New Worlds: Exploring XR | Winter |
| Choose 1.0 credits from: | | |
| MDST*3030 | Event Management | Winter |
| MDST*3330 | Content Strategy | Fall |
| MDST*3340 | Analytics for Marketing and Communication | Fall |
| MDST*3410 | Social Media Strategies | Winter |
| Choose 1.5 credits from: | | |
| | Any other MDST courses | Fall/Winter |

Note: Optional courses available for all specializations

- Summer Semester: General Electives
- Winter Semester 8: MDST*4010 Media and Communication Studies Internship
- Summer Semester prior to Semester 7: MDST*4410 Media Thesis I; MDST*4010 Media and Communication Studies Internship