

Media & Communication Studies (Transfer)

You earn 2 credentials

Honours Bachelor of Applied Arts in Media & Communication Studies

from the University of Guelph



Diploma in Media Communications

from Humber Polytechnic

Below is a sample list of courses you may take. You may be exempt from certain courses due to your transfer credit. If applicable, please consult your Transfer Credit Assessment in your Offer of Admission. 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.

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
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
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
AHSS*2020	Presentations and Persuasion
MDST*2110	Transmedia Storytelling
MDST*1070	Photography (specialization course)
MDST*2070	Digital Graphic Design I (specialization course)
MDST*2180	Web Design (specialization course)
MDST*3410	Social Media Strategies (specialization course)

MDST*1000	Introduction to Media Management (specialization course)
MDST*3430	Client Relations (specialization course)
BADM*2030	Advertising in Business (specialization course)
AHSS*3220	Law and the Media
MDST*2210	Image Processing: Capture and Manipulation (specialization course)
MDST*2510	Studio Lighting Fundamentals (specialization course)
MDST*3120	Digital Graphic Design II (specialization course)
MDST*3210	Video Production I (specialization course)
MDST*3080	Writing for Public Relations (specialization course)
MDST*3330	Content Strategy (specialization course)
MDST*3340	Analytics for Marketing and Communications (specialization course)
MDST*2040	Media Relations (specialization course)
MDST*3180	Audio Storytelling (specialization course)
MDST*3240	Crisis Communication and Reputation Management (specialization course)
MDST*3330	Content Strategy (specialization course)
MDST*3340	Analytics for Marketing and Communications (specialization course)
BADM*2020	Consumer Behaviour (specialization course)
MDST*3390	Public Practice
AHSS*2130	Subcultures in Mainstream Media
MDST*3040	Power, Culture, and the Individual
MDST*3190	Advanced Research Methods for Media and Communications Studies <i>*required for Thesis I & II*</i>
MDST*3500	Project Management

MDST*3110	/	Location Photography (specialization course)
MDST*4170	/	Video Production II (specialization course)
MDST*3400	/	SEO Perspectives (specialization course)
MDST*3460	/	Advanced Analytics for Marketing and Communications (specialization course)
MDST*4010	/	Media and Communication Studies Internship
MDST*4000	/	Media Practices I
MDST*4410	/	Media Studies Thesis I
MDST*3440	/	Digital Graphic Design III (specialization course)
MDST*4240	/	Broadcast Studio Production (specialization course)
MDST*3240	/	Crisis Communication and Reputation Management (specialization course)
MDST*3400	/	SEO Perspectives (specialization course)
BADM*2000	/	Human Resources Management (specialization course)
MDST*4080	/	Media in the Global Context
MDST*4400	/	Special Topics in Media and Communication Studies
MDST*4210	/	Media Practices II
MDST*4520	/	Media Studies Thesis II
MDST*3490	/	Freelancing and Small Business Development for Media Professionals (specialization course)
MDST*3260	/	Art Direction and Production Design (specialization course)
MDST*3360	/	New Worlds: Exploring XR (specialization course)
MDST*3030	/	Event Management (specialization course)

MDST*3430

Client Relations (specialization course)

BADM*4390

Relationship Marketing (specialization course)

BADM*1020

Business Information Systems (specialization course)

*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