

# JOURNALISM - MASS COMMUNICATIONS (MCAAS)

## Associate of Applied Science



Students who choose the Journalism/Mass Communications focus develop the skills necessary to navigate the new world of convergent media. Students learn to gather and evaluate the credibility of information, compose original content for multiple communications mediums, identify legal and ethical considerations related to mass media professions, and apply those standards to the creation, production, and distribution of messages.

\*All electives should be selected with assistance from an advisor. These options are general areas that will transfer to focused majors. Substitutions must be approved by the department chair.

### General Education Required Courses 19 cr

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|---|----------------------|----------|
| <b>Communication Requirement</b>                      |                      | <b>6</b> |
| ___CM101 English Composition I (3 cr)                 |                      |          |
| ___CM115 Public Speaking (3 cr) or                    |                      |          |
| ___CM240 Interpersonal Communication (3 cr)           |                      |          |
| <b>Humanities Requirement (1 of 8 areas required)</b> |                      | <b>3</b> |
| ___Art  | ___Humanities        |          |
| ___Music  | ___Literature        |          |
| ___Theatre  | ___Philosophy        |          |
| ___Foreign Language                                   | ___History           |          |
| <b>Mathematics Requirement</b>                        |                      | <b>3</b> |
| ___MA105 Survey of Math or                            |                      |          |
| ___MA110 Intermediate Algebra or                      |                      |          |
| ___Mathematics General Education Course               |                      |          |
| <b>Natural Science Requirement</b>                    |                      | <b>4</b> |
| ___SC107 Meteorology (4 cr)                           |                      |          |
| <b>Social/Behavioral Science Requirement</b>          |                      | <b>3</b> |
| <i>(1 of 6 areas required)</i>                        |                      |          |
| ___Economics  | ___Anthropology      |          |
| ___Psychology   | ___Political Science |          |
| ___Sociology  | ___Geography         |          |

### Required Courses \* 33 cr

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|---|---|
| ___AR129 Intro to Digital Photography             | 3 |
| ___BE155 Marketing                                | 3 |
| ___BE188 Principles of Advertising                | 3 |
| ___CM129 Media Law and Ethics                     | 3 |
| ___CM136 Mass Communications Software             | 3 |
| ___CM139 Sports Broadcasting                      | 3 |
| ___CM155 Digital Magazine: Storytelling or        |   |
| ___CM157 Mass Media Production I                  | 3 |
| ___CS104 Intro to Web Site Design                 | 3 |
| ___JN100 Mass Media and Society                   | 3 |
| ___JN101 Basic Media Writing                      | 3 |
| ___JN140 Beyond Web 2.0: Social Media as Identity | 3 |

### Elective Courses \* 12 cr

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|---|---|
| ___AR120 Design I                             | 3 |
| ___AR121 Graphic Design I                     | 3 |
| ___AR122 Graphic Design II                    | 3 |
| ___BE152 Salesmanship                         | 3 |
| ___BE155 Marketing                            | 3 |
| ___CM137 Intro to Multimedia Comm.            | 3 |
| ___CM138 Broadcast News (suggested)           | 3 |
| ___CM156 Digital Magazine: Design & Style     | 3 |
| ___CM158 Mass Media Production II (suggested) | 3 |
| ___CM240 Interpersonal Communication          | 3 |
| ___CS107 Graphic Software Applications        | 3 |
| ___CA220 Cooperative Ed Internship            | 3 |

**Credits Required 64**

### Recommended Course Sequence:

- First Semester: JN100, CM136, BE155  
 Second Semester: CM240, BE188, JN101, CM155/156, JN140  
 Third Semester: AR129, CS104, CM139  
 Fourth Semester: CM158, SC107, CM129

#### First Semester:

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#### Second Semester:

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#### Third Semester:

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#### Fourth Semester:

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Anticipated Graduation \_\_\_\_\_ Total Hours \_\_\_\_\_  
 Minimum 64 credit hrs. with minimum GPA 2.0.

**KS Degree Stats.org**

There are many factors to consider when picking the college and the degree that are the best match for you. Explore: [ksdegreestats.org](http://ksdegreestats.org) to learn more about the specific costs of each undergraduate degree program offered in Kansas, and the earnings those graduates are making today.