

MULTIMEDIA COMMUNICATION (MCOM)

MCOM 1570 Sports Field Production 1 3 s.h.

A study of the electronic sports media as business and social forces; attention given to how media and sport industries grew as consorts into the Sports Media complex, basic legal and ethical considerations for sports media practitioners; the various platforms through which sports media content is offered; electronic sports media roles and careers; and the social implications of the electronic sports media.

MCOM 1570L Introductory Sports Broadcasting Lab 1 s.h.

This introductory laboratory course provides students with practical training in live sports media production. Emphasizing professional standards and collaborative workflows, students serve as active crew members for Youngstown State University athletic events broadcast on ESPN+. The course fosters technical proficiency, teamwork, and real-time decision-making essential to careers in sports broadcasting and live event production.

MCOM 1595 Media Literacy and Culture 3 s.h.

This course offers a critical survey of the role played by mass communication in shaping culture. Individual media institutions are examined in terms of the information they distribute, the entertainment they provide, and the influence they exercise. Special attention is paid to the audience-medium relationship and the concept of media literacy.

Gen Ed: Social and Behavioral Science, Social Science 2024.

MCOM 2624 Communication Technology - Photo and Video 3 s.h.

Focus on the use of photographs and video to convey messages. Includes study of visual literacy, principles of image composition, use of still and video cameras, use of editing software.

Cross-Listed: JOUR 2624.

MCOM 2625 Communication Technologies: Aesthetics and Design 3 s.h.

Focus on the way visual and design elements are used to conceive, produce, and critique mediated messages. Includes the study of design principles using light, color, space, sound, motion, and mise-en-scene for print, video, and film messages.

MCOM 2654 Introduction to Public Relations 3 s.h.

An overview of public relations as an applied communication practice, emphasizing ethical and legal principles in strategic decision-making. Exploration of major PR theories, communication models, and the field's evolution. Examination of how public relations functions within integrated communication, including marketing, event programming, and organizational communication. Consideration of global and cultural influences on PR practice and the reciprocal relationship between organizations and their communities. Focus on how public relations strategies impact both organizational goals and community engagement.

Cross-Listed: CMST 2654.

MCOM 2683 Foundations of Multicamera Production 1 s.h.

An introduction to practices and procedures used in media production facilities.

Coreq.: MCOM 2683L.

MCOM 2683L Multicamera Lab 1 2 s.h.

A laboratory experience that introduces students to the practices and procedures basic to media production facilities.

Coreq.: MCOM 2683.

MCOM 2685 Producing 3 s.h.

This course offers students a comprehensive exploration of video and program creation, focusing on essential skills such as writing, editing, and utilizing electronic equipment to craft compelling content. Students will engage in hands-on experiences, focused on key tasks like interview preparation, location scouting, and talent management. Emphasis will be placed on effective communication strategies for organizing content and analyzing audience needs. By the end of the course, students will be equipped to produce high-quality productions that resonate with diverse audiences, enhancing their storytelling abilities and technical expertise.

MCOM 2686 Advertising Principles and Production 3 s.h.

Examination of advertising fundamentals through economic, social, and ethical lenses. Topics include agency function, creative production, strategic differences across print, broadcast, and digital media, direct advertising links, and career opportunities in the evolving field.

Prereq.: None.

MCOM 3711 Social Media Content Creation 3 s.h.

This project-based course provides an in-depth exploration of visual literacy concepts as they pertain to mobile production in the context of social media. Students will engage critically with the principles of photography, message design, videography, and audio production, learning the production process and examining how these elements contribute to effective content creation.

Prereq.: Sophomore Standing.

MCOM 3717 Public Relations Campaigns 3 s.h.

This course delves into the strategic development and execution of public relations campaigns across diverse platforms. Students will engage in analyzing target audiences, crafting persuasive messages, and effectively utilizing communication channels. Through case studies and hands-on projects, participants will design and implement a comprehensive PR campaign addressing real-world challenges and aligning with organizational objectives. Key topics include ethical considerations, crisis management, and the impact of digital media on public perception.

Prereq.: JOUR 2602.

Cross-Listed: CMST 3717.

MCOM 3726 American Media: History, Principles and Practices 3 s.h.

The development of American mass media, the role of media and its effects on American society. A survey course designed to familiarize students with the principles and practices involved in the industries associated with mass media.

Cross-Listed: JOUR 3726.

MCOM 3780 Presentational Literacy 3 s.h.

Examination of the theory and practice of preparing and delivering presentations in today's work and media environments. Examination of theories, techniques and major styles of delivery including use of advanced visual aids, voice control and delivering scripted and extemporaneous statements, stories and speeches.

Prereq.: CMST 1545.

Cross-Listed: TCOM 3780.

MCOM 3781L Audio Production 3 s.h.

Study of the concepts of audio production, including student production of various types of programs.

Prereq.: MCOM 2683 or TCOM 2683.

Cross-Listed: TCOM 3781.

MCOM 3782 Advanced Multicamera Production 1 s.h.

Study of studio production elements such as equipment, lighting, scene design, graphics, and special effects.

Prereq.: TCOM 2683 or MCOM 2683.

Coreq.: MCOM 3782L.

MCOM 3782L Multicamera Lab 2 2 s.h.

Application of studio production elements such as equipment, lighting, scene design, graphics, and special effects.

Prereq.: TCOM 2683 or MCOM 2683.

Coreq.: MCOM 3782.

MCOM 3784 Electronic Media Content Strategies 3 s.h.

A study of contemporary electronic media strategies involving the legacy broadcast media, traditional cable/satellite systems, and the evolving streaming media environment. Students will explore audience strategies, content development and competitive strategies. 3 s.h.

Cross-Listed: TCOM 3784.

MCOM 3787 Individual Studies 1-3 s.h.

Individual study and practical application of communication principles to various telecommunication problems.

Prereq.: Sophomore Standing.

MCOM 3791 Electronic Media Promotion and Sales 3 s.h.

An examination of the principles and practices of promotional and sales strategies used by electronic media. Analysis of rating-based systems used to determine strategies, as well as, relations with agencies and station representatives.

Prereq.: Sophomore Standing.

Cross-Listed: TCOM 3791.

MCOM 3793L Broadcast Sports Performance 2 s.h.

Students receive instruction on play-by-play announcing and on the preparation and extemporaneous discussion of player and team statistics, as well as, other appropriate sports-related information. Skills for conducting media interviews.

Prereq.: TCOM 3780 or MCOM 3780.

Cross-Listed: TCOM 3793.

MCOM 3794 Cross-platform Sports Broadcasting 3 s.h.

Examination of and instruction in new media technologies to deliver sports media content. Emphasis on how the interactive nature of online content changes traditional notions of presentation and distribution.

Prereq.: MCOM 1570 OR TCOM 1570, JOUR 2602.

Cross-Listed: TCOM 3794.

MCOM 3795L Advanced Sports Broadcasting Lab 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. Repeatable up to 3 s.h.

Prereq.: MCOM 1570L.

MCOM 4850L Applied Production 3 s.h.

Study of advanced techniques and procedures in media production through individual and group student-directed projects. Students will plan and manage a multi-faceted semester-long project from inception to execution.

Prereq.: MCOM 2624, MCOM 2625, MCOM 2685.

Cross-Listed: TCOM 4850.

MCOM 4879 Game Day Content Production 3 s.h.

Focus on producing attractive game day content for live events and TV audiences. This course guides students through the production process, focusing on strategic fan engagement. From inception to implementation and evaluation, students will gain practical experience in developing and managing impactful sports media projects.

Prereq.: MCOM 1570 or MCOM 2624 or permission of instructor.

Cross-Listed: CMST 4879.

MCOM 4882 Live Event Production 3 s.h.

Students will learn essential skills in quick decision-making and live production management through in-depth case studies and hands-on experiences. The course emphasizes techniques beyond traditional studio settings.

Prereq.: Junior Standing.

MCOM 4884L Video Production Direction 2 s.h.

Study and application of the communication roles and skills associated with video directing.

Prereq.: TCOM 3782 or MCOM 3782.

Cross-Listed: TCOM 4884.

MCOM 4888 Multimedia Communication Internship 3 s.h.

Application of media communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: Junior standing, 2.0 GPA, and special approval required, OR special approval required.

MCOM 4889 Multimedia Communication Internship 2 3 s.h.

Application of multimedia communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: MCOM 4888, Junior standing, 2.0 GPA, and special approval required, OR special approval required.

MCOM 4890 Writing and Producing Television News 3 s.h.

Organization, preparation, and presentation of television news programs. Includes study of journalistic requirements of broadcast media and broadcast newsroom operation and writing style. Students will engage in story development, shooting/editing, script management, and on-camera performance.

Prereq.: sophomore standing.

Cross-Listed: TCOM 4890, JOUR 4890.

MCOM 4897 Seminar 3 s.h.

Designed to investigate contemporary aspects of mass communications. May be repeated for credit if topic is different. Cross-Listed: TCOM 4897.

MCOM 4899 Senior Project 3 s.h.

Students demonstrate mastery knowledge in a variety of degree assessment areas. Synthesis of research, writing, and presentation skills through completion of portfolio and professional development project. Junior standing required.

Prereq.: MCOM 2624, MCOM 2625, MCOM 2683.

Gen Ed: Capstone 2024.