

BACHELOR OF ARTS MULTIMEDIA COMMUNICATIONS, PUBLIC RELATIONS TRACK

Overview

The public relations track was designed to prepare students for a career in which they will create content for clients. Students on this track will learn a mix of production, writing, storytelling and critical thinking skills that will give them the experience necessary to design messages that will effectively advocate for specific needs.

Possible Careers

- Public relations specialist
- Production assistant
- On-air host
- Media management and sales
- Journalist
- Social media content creator
- Producer
- Video editor
- Social media manager

COURSE	TITLE	S.H.
FIRST YEAR STUDENT REQUIREMENT-SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
GENERAL EDUCATION		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE Mathematics Course	*Any approved GE math course, MATH 2623 or 2623C recommended	3
GE: Arts and Humanities (6 s.h.)		
JOUR 2603	Media Ethics and Social Responsibilities ^{required for major}	3
GE: Arts & Humanities Course		3
GE: Natural Sciences (7 s.h.)	^{2 different science courses, 1 MUST include a lab}	7
GE: Social Science (6 s.h.)		
CMST 2610	Intercultural Communication ^{required for major}	3
MCOM 1595	Media Literacy and Culture ^{*required for major}	3
General Education Electives (6 s.h.)		
CMST 1545	Communication Foundations ^{required for major}	3
or CMST 2620	Science Communication	
GE Elective Course		3
GE Elective Course		3
Required Support Courses		
CMST 1500	Exploring Communication	3
CMST 3790	Personal Brand Communication	3
JOUR 2602	Media Writing	3
JOUR 4824	Communication Law	3
Multimedia Communication Required Courses (21 s.h.)		
MCOM 2624	Communication Technology - Photo and Video	3

MCOM 2625	Communication Technologies: Aesthetics and Design	3
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
MCOM 2685	Producing	3
MCOM 3726	American Media: History, Principles and Practices	3
MCOM 3780	Presentational Literacy	3
MCOM 4850L	Applied Production	3
Multimedia Communication Public Relation Track Courses		
MKTG 3711	Marketing Promotional Strategies	3
CMST 2630	Social Media Literacy	3
CMST 3717	Public Relations Campaigns	3
CMST 3757	Public Relations Writing	3
CMST 4850	Social Media Campaigns	3
JOUR 3717	Editorial and Opinion Writing	3
or JOUR 3716	Feature Writing	
or JOUR 3759	Sports Journalism	
JOUR 3721L	News Content Creation 1	3
JOUR 3725	News Reporting	3
MCOM 3791	Electronic Media Promotion and Sales	3
MKTG 3703	Marketing Concepts and Practice	3
Seminar Requirement		
MCOM 4897	Seminar	3
or JOUR 4825	Selected Topics in Journalism	
Senior Capstone		
MCOM 4899	Senior Project	3
Free Electives ^{*Hours will vary based on what is needed for 120 SH}		13-11
Total Semester Hours		120

*Student must complete a minimum 39 SH of upper-level courses, 37XX and above.

Year 1

Fall		S.H.
YSU 1500	Success Seminar	1-2
or YSU 1500S	or Youngstown State University Success Seminar	
or HONR 1500	or Intro to Honors	
CMST 1500	Exploring Communication	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
MCOM 2683	Foundations of Multicamera Production	1
MCOM 2683L	Multicamera Lab 1	2
MCOM 2624	Communication Technology - Photo and Video	3
Semester Hours		13-15

Spring

ENGL 1551	Writing 2	3
MCOM 1595	Media Literacy and Culture	3
MCOM 2625	Communication Technologies: Aesthetics and Design	3
CMST 1545	Communication Foundations	3
CMST 2630	Social Media Literacy	3
Semester Hours		15

Year 2

Fall		
MCOM 2685	Producing	3
JOUR 2602	Media Writing	3
JOUR 2603	Media Ethics and Social Responsibilities	3
JOUR 3725	News Reporting	3

Math Requirement		3
Semester Hours		15
Spring		
MCOM 3791	Electronic Media Promotion and Sales	3
JOUR 3721L	News Content Creation 1	3
CMST 3790	Personal Brand Communication	3
CMST 3717	Public Relations Campaigns	3
GE: Lab Science		4
Semester Hours		16
Year 3		
Fall		
MCOM 3726	American Media: History, Principles and Practices	3
MCOM 3780	Presentational Literacy	3
CMST 2610	Intercultural Communication	3
JOUR 3717	Editorial and Opinion Writing	3
or JOUR 3716	or Feature Writing	
or JOUR 3759	or Sports Journalism	
General Education Elective		3
Semester Hours		15
Spring		
JOUR 4824	Communication Law	3
CMST 3757	Public Relations Writing	3
MKTG 3703	Marketing Concepts and Practice	3
Free Elective		3
Free Elective		3
Semester Hours		15
Year 4		
Fall		
MCOM 4850L	Applied Production	3
MCOM 4897	Seminar	3
or JOUR 4825	or Selected Topics in Journalism	
MKTG 3711	Marketing Promotional Strategies	3
GE: Natural Science		3
Gen Ed Elective		3
Semester Hours		15
Spring		
MCOM 4899	Senior Project	3
CMST 4850	Social Media Campaigns	3
GE: Arts & Humanities Course		3
Free Elective		3
Free Elective		4-2
Semester Hours		16-14
Total Semester Hours		120

LEARNING OUTCOMES

The student learning outcomes for the B.A. degree program are as follows:

SL01: Students will compose messages using multi-media technology.

SL02: Students will use the production process to construct written, oral and visual messages for a specific audience.

SL03: Students will examine and apply legal and ethical concepts associated with careers in mass media.

SL04: Students will describe the prevailing theories and professional structures of electronic media both in the U.S. and globally.