



## PROGRAM OVERVIEW

MACU's Bachelor of Science in Media Production and Communication prepares students for the necessary oral, written, and digital engagement required to navigate an increasingly digital personal and professional world.

Courses examine the roles that communication plays in the production of mass media that is used to entertain, advertise, engage, and persuade. Furthermore, students will not only study media but transition into disciplined and ethical content creators capable of communicating content to numerous communities, stakeholders, and audiences. Key development in critical media literacy would translate passive leisure habits into dynamic time management skills and new media training.

## PROGRAM COSTS

Courses in MACU's Communication, Media and Ethics program cost \$435/credit hour for lower division (University Core) classes and \$499/hour for upper division (Major) classes.

## CAREER OPTIONS

- Advertising Creative
- Brand Manager
- Editor
- Marketing Specialist
- News Anchor
- Podcaster
- Public Relations (PR) Specialist
- Print Journalist
- Social Media Specialist
- Webcaster



## CAREER OUTLOOK

Overall employment in media and communication occupations is projected to grow 6 percent from 2021 to 2031, about as fast as the average for all occupations; this increase is expected to result in about 68,600 new jobs over the decade.

In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 115,800 openings each year, on average, are projected to come from growth and replacement needs.

## ACCREDITATION

MACU is accredited through the Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools (NCA).

**Want to speak to an Enrollment Counselor about earning your degree?**

Contact MACU Today!

Email: [enroll@macu.edu](mailto:enroll@macu.edu)

Phone: 888-888-2341

Website: [www.macu.edu](http://www.macu.edu)



# MEDIA PRODUCTION AND COMMUNICATION

## BACHELOR OF SCIENCE (BS)

### UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog.

- Bible/Theology (12 hrs.)
- Communication (9 hrs.)
- U.S. History and Government (6 hrs.)
- Science (6 hrs. plus 1 hr. of lab)
- Math (3 hrs.)
- Social Sciences (3 hrs.)
- Humanities (6 hrs.)

### MAJOR REQUIREMENTS (39 hrs.)

Media Production and Communication Major

- COMM 2113 Foundations of Communication and Media
- COMM 2133 Introduction to Podcasting
- COMM 2143 Digital Media Literacy
- COMM 2803 Multimedia Storytelling
- COMM 3233 Media Law and Ethics
- COMM 3533 Advertising, Brand Management, and Audio Production
- COMM 4123 Media Production Techniques
- COMM 4413 Media and Television History
- COMM 4513 Rhetoric, Persuasion, and Argumentation
- COMM 4603 Creating Social Media Presence and Strategic Interviewing
- COMM 4803 Media Production and Communication Capstone

### ELECTIVES (43 hrs.)

Choose forty-three (43) hours from any area to meet the required minimum 122-hour requirement for your bachelor's degree. At least sixteen (16) hours should be from upper-division hours. The following are not required but recommended:

- COMM 2123 Introduction to Computer Mediated Communication
- COMM 2243 Introduction to Virtual Reality
- COMM 3143 Internship\*\*
- COMM 3153 Internship II\*\*

COMM 3213 Organizational and Professional Communication

COMM 3343 Directed Readings\*\*

COMM 3423 Veterans in Media

COMM 3433 Research Design Methods

COMM 3443 Special Project\*\*

COMM 3603 Mass Communication Perspectives

COMM 3613 Intercultural and Cybercultural Communication

COMM 3903 Integrated Marketing and Public Relations

**\*\*Requires permission from the Program Director in addition to a clear negotiated plan for success between student and instructor.**

*Students may choose to replace the electives above with one of the optional Multidisciplinary options. See University catalog for details.*

**TOTAL REQUIRED HOURS: 122**

#### CHRISTIAN

Not just in our name, it's who we are

#### AFFORDABLE

With federal financial aid and payment plans, we make it possible

#### PRACTICAL

Earn college credit for your work and prior learning experiences. Plus, apply what you learned in class at work the next day

#### CONVENIENT

Attend one class every five weeks and choose 100% online or one night on ground a week

#### ACCREDITED

Regional accreditation means we are transfer friendly

#### PERSONAL

Our staff and faculty know who you are and where you want to go