

PROGRAM OVERVIEW

The **Bachelor of Science in Media Production and Communication** prepares students for the necessary oral, written, and digital engagement to navigate an increasingly digital personal and professional world. Courses examine communication's roles in producing mass media that is used to entertain, advertise, engage, and persuade.

UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog, located at catalog.macu.edu.

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 (3hrs.)
Humanities (6 hrs.)

ELECTIVES (43 hrs.)

For a list of recommended electives, please refer to the University catalog, located at catalog.macu.edu.



MAJOR CORE (33 hrs.)

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

TOTAL REQUIRED HOURS: 122

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

