

MASS COMMUNICATIONS

Your smart phone's social media alerted you to a traffic jam that will snarl your morning commute. Your local television news confirmed the traffic jam, but soon after a local radio personality confirmed that traffic is moving again. An attractive billboard along the highway reminds you of that cup of coffee you're craving—and it's not even 9 a.m. What you just read illustrates just a few of the many forms of mass media that affects us every day. Whether it's a news report on the web or radio, clever advertising, website or social media, we are constantly impacted by the mass media. And with a degree in Mass Communications from King's, you'll be prepared to work in a world governed by media convergence.

Mass Communications at King's

At King's, our program allows you to tailor your interests in four tracks. However, if you aren't sure of your future direction, the program is designed to provide you with practical, diverse skills in Mass Communications to prepare you for gainful employment.

Broadcast and Social Media

Students in this track explore the technical and aesthetic characteristics required of professionals in broadcasting careers, both on-the-air and behind-the-scenes, and investigate effective strategy and implementation of social media.

Journalism

The field of journalism is changing. The journalism track, with its focus on instruction and practice of multi-platform journalism, prepares students



for the challenges of the field.

The journalism track includes print (newspapers and magazines), broadcast (radio and television) and converging media (news coverage on the Internet). Students explore the structure of a good story, how to write and publish it on traditional and non-traditional media, and journalism ethics.

Video Game Design

Students in this track explore cutting edge video game design through hands-on work, applying theories of cognitive information processing and the role of culture in the video game design process to create meaningful player experiences.

Visual & Brand Communications

Students in this track become visually literate and adept at producing graphic design for all forms of mass media, including print, web and multimedia. In addition, students investigate advertising strategy, media planning and buying, copy writing, ad design, and public relations. This track also incorporates marketing courses.

Internships & More

Opportunities to do internships begin after the sophomore year. We have had students intern with The Today Show, MTV, The Chew, Sirius XM, NBA, Washington Redskins, NBC 10 News in Philadelphia, and ABC News in London as well as other sites across the globe. In addition to taking classes, students build their skill sets and résumés by getting involved with campus media and related clubs including KCTV (King's College High-Definition TV), InHouse Design Club (graphic design organization), WRKC-FM (award-winning college radio station), and The Crown (award-winning student newspaper). As added value students may obtain a concentration or a minor in Marketing to enhance their employability upon graduation. They are offered through the William G. McGowan School of Business, which is accredited by AACSB International - the Association to Advance Collegiate Schools of Business. This international accreditation represents the highest standard of achievement for a business school.

To learn more about majoring in Mass Communications at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.

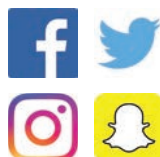
Mass Communications (122 Credit Hours)

Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

1 st Year - Fall		1 st Year - Spring	
COMM 111 Survey of Mass Communications	3	COMM 131 Writing for Mass Communications	3
COMM 115 Computer Appl. for Mass Comm.	3	COMM 233 Intro. to Visual Communications	3
Core Course (ENGL 110 Academic Writing)	3	Core Course	3
Core Course	3	Core Course	3
Core Course	3	Core Course	3
HCE 101 Holy Cross Experience	1		
	16		15
2 nd Year – Fall		2 nd Year – Spring	
COMM 237 Mass Communications Law	3	COMM 296 Mass Communications Practicum	3
COMM Track	3	COMM Track	3
COMM Track	3	COMM Track	3
Core Course	3	Core Course	3
Free Elective or Marketing Minor (MSB 210*)	3	Free Elective or Marketing Minor	3
	15		15
3 rd Year – Fall		3 rd Year – Spring	
COMM 499 Mass Communications Internship	3	COMM 311 Theories & Persp. in Mass Comm.	3
COMM Track	3	COMM Track	3
Core Course	3	Core Course	3
Core Course	3	Core Course	3
Free Elective or Marketing Minor	3	Free Elective or Marketing Minor	3
	15		15
4 th Year – Fall		4 th Year – Spring	
COMM 493 Research Methods in Mass Comm.	3	COMM Track	3
COMM Track	3	COMM 490 ePortfolio for Mass Comm.	1
Core Course	3	Core Course	3
Core Course	3	Core Course	3
Free Elective or Marketing Minor	3	Free Elective or Marketing Minor	3
	15	Free Elective or Marketing Minor	3
			16
Total Credits Required for Graduation = 122			

*MSB 210 Principles of Marketing is a prerequisite for all other marketing courses



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kings.edu/socialmedia

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