

# Media Communications Bachelor of Science

## Degree Type

Bachelor of Science

## Environment

campus

## Program Length

80 weeks

## Overview

The Media Communications curriculum at Full Sail University prepares you with extensive knowledge to understand and contribute to the field of media communications and to use new media communication technologies. You will survey critical approaches to contemporary media-related issues and communication theory while working within a project-based learning curriculum. You will be immersed in a supportive environment that fosters the development of the strategies and skills necessary to succeed in today's dynamic media industries. The courses in the Media Communications curriculum are designed to prepare you for a wide variety of careers in media and associated fields where media knowledge and skills are an integral part of their operations.

## Objective

**Bachelor's Objective** Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Bachelor of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today's media, share knowledge and information, and maximize audience response. You will practice proper research and storytelling methods, articulate abstract concepts, and demonstrate your media communication skills through progressive projects in a variety of courses. Changes in the media industry are contemplated and reflected throughout the degree program's curriculum.

## Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0
DEP1013	Psychology of Play	3.0

## Month 2

Code	Title	Credit Hours
SEM1000	Storytelling in the Entertainment and Media Industries	4.0
ENC1101	English Composition I	4.0

## Month 3

Code	Title	Credit Hours
MCM1002	Introduction to Media Communications and Technologies	3.0
MCM1401	Aesthetics and Theory of Communications	4.0

## Month 4

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0

## Month 5

Code	Title	Credit Hours
MCM2416	Digital Video and Audio Production	4.0

## Month 6

Code	Title	Credit Hours
MED119	Project and Portfolio I: Media Strategy	3.0

## Month 7

Code	Title	Credit Hours
MCM2651	Research in Media Communications	4.0
MGF1213	College Mathematics	4.0

## Month 8

Code	Title	Credit Hours
ART2006	Art History	4.0
MCB229	Project and Portfolio II: Media Communications	3.0
MCMC111	Professional Development Seminar I: Media Communications	1.0

## Month 9

Code	Title	Credit Hours
MCM2429	Editing for the Web	4.0
MCM3855	Graphic Design and Communications	4.0

## Month 10

Code	Title	Credit Hours
MCB239	Project and Portfolio III: Media Communications	3.0
MCMC222	Professional Development Seminar II: Media Communications	1.0

## Month 11

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
PHY1020	Fundamentals of Physical Science	4.0
MCM3333	Gaming and Transmedia Storytelling	4.0

## Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM3312	Advanced Video	3.0

## Month 13

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MAN3152	Leadership and Organizational Behavior	4.0
MCM3323	Advanced Audio	3.0

## Month 14

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCB349	Project and Portfolio IV: Media Communications	3.0

## Month 15

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM4441	Media Entrepreneurship	4.0
MCM3425	Integrated Marketing	3.0

## Month 16

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
HUM302	Cultural Studies	4.0
MCB359	Project and Portfolio V: Media Communications	3.0

## Month 17

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
WEB4550	Web Design	4.0
BUL3514	Intellectual Property	4.0

## Month 18

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCB469	Project and Portfolio VI: Media Communications	3.0

## Month 19

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM4319	Media Sociology	3.0
MCM4429	New Media Formats	4.0

## Month 20

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCB479	Project and Portfolio VII: Media Communications	3.0
CRR4000	Career Readiness	4.0
<b>Total Credit Hours</b>		<b>120</b>

### Please Note

- Some specific courses may be offered online. Please see course descriptions for details.
- This program is no longer accepting new enrollments.