

Media Communications Bachelor of Science

Degree Type

Bachelor of Science

Environment

online

Program Length

108 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 |

Month 2

| Code | Title | Credit Hours |
|---------|--------------------|--------------|
| DEP1013 | Psychology of Play | 3.0 |

Month 3

| Code | Title | Credit Hours |
|---------|--|--------------|
| SEM1000 | Storytelling in the Entertainment and Media Industries | 4.0 |

Month 4

| Code | Title | Credit Hours |
|---------|-----------------------|--------------|
| ENC1101 | English Composition I | 4.0 |

Month 5

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

Month 6

| Code | Title | Credit Hours |
|---------|-----------------|--------------|
| MCM1203 | New Media Tools | 4.0 |

Month 7

| Code | Title | Credit Hours |
|---------|------------------------------------|--------------|
| MCM2416 | Digital Video and Audio Production | 4.0 |

Month 8

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

Month 9

| Code | Title | Credit Hours |
|---------|-------------|--------------|
| ART2006 | Art History | 4.0 |

Month 10

| Code | Title | Credit Hours |
|---------|----------------------------------|--------------|
| MCM2651 | Research in Media Communications | 4.0 |

Month 11

| Code | Title | Credit Hours |
|---------|--|--------------|
| MCB229 | Project and Portfolio II: Media Communications | 3.0 |
| MCM1111 | Professional Development Seminar I: Media Communications | 1.0 |

Month 12

| Code | Title | Credit Hours |
|---------|---------------------|--------------|
| MGF1213 | College Mathematics | 4.0 |

Month 13

| Code | Title | Credit Hours |
|---------|-----------------------------------|--------------|
| MCM3855 | Graphic Design and Communications | 4.0 |

Month 14

| Code | Title | Credit Hours |
|---------|---------------------|--------------|
| MCM2429 | Editing for the Web | 4.0 |

Month 15

| Code | Title | Credit Hours |
|---------|---|--------------|
| MCB239 | Project and Portfolio III: Media Communications | 3.0 |
| MCM2222 | Professional Development Seminar II: Media Communications | 1.0 |

Month 16

| Code | Title | Credit Hours |
|---------|------------------------------------|--------------|
| MCM3333 | Gaming and Transmedia Storytelling | 4.0 |
| PHY1020 | Fundamentals of Physical Science | 4.0 |

Month 17

| Code | Title | Credit Hours |
|---------|----------------|--------------|
| MCM3312 | Advanced Video | 3.0 |

Month 18

| Code | Title | Credit Hours |
|---------|----------------|--------------|
| MCM3323 | Advanced Audio | 3.0 |

Month 19

| Code | Title | Credit Hours |
|--------|--|--------------|
| MCB349 | Project and Portfolio IV: Media Communications | 3.0 |

Month 20

| Code | Title | Credit Hours |
|---------|--|--------------|
| MCM4441 | Media Entrepreneurship | 4.0 |
| MAN3152 | Leadership and Organizational Behavior | 4.0 |

Month 21

| Code | Title | Credit Hours |
|---------|----------------------|--------------|
| MCM3425 | Integrated Marketing | 3.0 |

Month 22

| Code | Title | Credit Hours |
|--------|---|--------------|
| MCB359 | Project and Portfolio V: Media Communications | 3.0 |
| HUM302 | Cultural Studies | 4.0 |

Month 23

| Code | Title | Credit Hours |
|---------|------------|--------------|
| WEB4550 | Web Design | 4.0 |

Month 24

| Code | Title | Credit Hours |
|---------|-----------------------|--------------|
| BUL3514 | Intellectual Property | 4.0 |

Month 25

| Code | Title | Credit Hours |
|--------|--|--------------|
| MCB469 | Project and Portfolio VI: Media Communications | 3.0 |

Month 26

| Code | Title | Credit Hours |
|---------|-------------------|--------------|
| MCM4319 | Media Sociology | 3.0 |
| MCM4429 | New Media Formats | 4.0 |

Month 27

| Code | Title | Credit Hours |
|---------------------------|---|--------------|
| MCB479 | Project and Portfolio VII: Media Communications | 3.0 |
| CRR4000 | Career Readiness | 4.0 |
| Total Credit Hours | | 120 |

Please Note:

- This program is no longer accepting new enrollments.