

# MCM1002 : Introduction to Media Communications and Technologies

The Introduction to Media Communications and Technologies course provides students with a brief history and an overview of contemporary forms of media communication. Students will examine a variety of analytical and strategic perspectives while being introduced to industry-production tools and techniques. Areas of study highlight the many roles of media professionals, the media-campaign creation process, and the impact of new-media technologies. Students will learn how to make sense of the dynamic field of media communications through a critical analysis of real-world media campaigns, which will serve as a foundation to build their own media strategies.

**Credits** 3