MCM Mass Communication

MCM 120 Introduction to Mass Communication (3-0) **3 crs.**
Examines the history, technical development and cultural impact of the media, including books, newspapers, magazines, radio, sound recording, movies, television, and the Internet; as well as the related areas of public relations and advertising. Focuses on media convergence, trends and issues. Analyzes the impact and effects of the media on our consumer culture and democratic system. Encourages critical evaluation of the media. IAI MC 911

MCM 130 Introduction to Journalism (3-0) **3 crs.**
Introduces students to the principles and techniques of news writing for use in a variety of platforms, including print and online publications, TV and radio. Students will use the news writing techniques they learn to write basic stories under real time constraints. The course will provide a foundation for further studies in print, broadcast or online journalism. IAI MC 919

MCM 150 Social Media Management and Measurement (3-0) **3 crs.**
Focuses on creating, maintaining, measuring and improving social media networks for a variety of industries. Students engage in data-driven decision making to alter or improve social media channels.

MCM 156 Audio Production 1 (3-0) **3 crs.**
Introduces students to the equipment, facilities and terminology of the audio media industry. Students will work on individual field and studio projects including radio show production, public service announcements, audio documentaries and sound design. Students will be introduced to the technical aspects of sound recording and non-linear, multi track audio editing. IAI MC 915

MCM 157 Podcast Production (2-2) **3 crs.**
Introduces the recording, editing, and distribution technology required to produce a podcast. Includes terminology, basic script writing, editing, producing long and short form audio projects in a studio and field setting. Students will use audio to produce creative, informative, and entertaining podcasts that can be distributed globally.

MCM 180 Applied Mass Comm/Radio Practicum (0-2) **1 cr.**
Provides practical experience in media production, post-production, media management, and radio station operation. This is a project-based course where students build skill sets over time from beginner, intermediate, advanced and expert. This course may be repeated up to a maximum of four credit hours.

MCM 200 Film History (3-0) **3 crs.**
Surveys the historical development of film, emphasizing a study of films and innovations in film production that have had a significant influence on film as art form. Explores the history of film through the eyes of the filmmaker. Students will analyze film movements from multiple countries and recognize their effect on each other and the Hollywood film model. IAI F2 909

MCM 205 Multi-Platform Photojournalism (3-0) **3 crs.**
Introduces students to the principles and techniques of photojournalism for use in a variety of platforms including print, broadcast, web and social media. Students will use still photography and mobile video production techniques to create products for web journalism, public relations and marketing. IAI MC921

MCM 210 Video Editing and Video Post-Production (3-0) 3 crs.
Focuses on using non-linear editing software to combine visuals and sound for a variety of genres and media types including cinematic storytelling, documentaries, news, and web series. Includes editing theory and techniques; film history; and post-production workflow including ingesting media, editing, sound mixing, color correction, and final delivery.

MCM 211 Video Production (3-0) **3 crs.**
Introduces students to the application of fundamental non-studio video production techniques. Includes terminology, conceptualization, basic script writing, field audio operations and lighting in a non-studio setting. IAI MC 916-B

MCM 212 Multi-Camera Production (3-0) **3 crs.**
Introduces students to the application of fundamental multi-camera production techniques. Includes terminology, conceptualization, basic script writing, audio board operations, editing, shooting and lighting in multi-camera settings including live events, social media streaming and video conferencing. IAI MC 916-A

MCM 218 Broadcast Graphics (3-0) **3 crs.**
Introduces the concepts, techniques, and vocabulary of motion graphics and compositing for motion picture, television broadcast, streaming, and other media outlets. Students will create, select, and manipulate video, photos, text, and vector assets within layered sequences for effective media communication.

MCM 233 Introduction to Public Relations (3-0) **3 crs.**
Explores the history, theory, practice and role of public relations in government, corporate, non-profit, and private organizations. Introduces students to the business and creative aspects of public relations, as well as the complexities of issue management. Students will prepare original public relations campaigns for print, broadcast and electronic media. Familiarizes the student with computer software for desktop publishing. Recommended preparation: computer design experience. IAI MC 913

MCM 275 Mass Communication Internship (0-5 to 0-15) **1-3 crs.**
Provides work experience in the various mass communication fields. Credit is given for participation in a supervised work experience wherein an organized training plan will be followed.