

# MMC: MASS MEDIA COMMUNICATIONS

Courses	Credit(s)	Contact	Lab
MMC 2004. MASS MEDIA. MASS MEDIA Introduction to the nation's mass media, including newspapers, radio, television, magazines, advertising, and public relations.	3	3	0
MMC 2100. WRITING FOR MASS COMMUNICATION. WRITING FOR MASS COMMUNICATION Fundamental instruction and practice in writing for journalism, advertising, broadcasting and public relations. Pre-professional course for students majoring in journalism and communications.	3	3	0
MMC 2122. MEDIA CONVERGENCE. MEDIA CONVERGENCE Recommended Prerequisite: ENC 1101 This course will examine the nature of old media as it converges with new media, while surveying usage of social media tools and technology for brand innovation. Students will study the relevance and importance of social media tools for new and emerging processes. Students will compare the changes to new media communication processes in a new economy that includes interactive technology that engages the public in dramatically different ways from the past. While completion of ENC1101 is not required before taking this course, it may provide a foundation to help increase the student's success in this course.	3	3	0
MMC 2126C. RADIO AND PODCASTING. RADIO AND PODCASTING This course explores the study and practical application of writing, production, and performance for audio storytelling. Students will create live and pre-recorded news, promotions, and episodic content for podcasts and radio shows. (Special Fee: \$37.00).	3	1	2
MMC 2150. WRITING FOR SOCIAL MEDIA. WRITING FOR SOCIAL MEDIA Prerequisite: Minimum grade of C in ENC 1101 This course will examine the history, development and best practices of social media as they relate to journalism and mass communication. Students will analyze which social media tools and platforms are being used to develop audiences for news outlets, non-profit organizations, small businesses and individuals. Students will develop a clear understanding of the function of social media and generate an original perspective about the relevance of social media.	3	3	0
MMC 2212. COMMUNICATIONS LAW AND ETHICS. COMMUNICATIONS LAW AND ETHICS Recommended Prerequisite: ENC 1101 This course will examine key ethical and legal principles related to mass communications. Students will read, evaluate and analyze ethical and legal case studies as well as look closely at First Amendment, legal access to information, plagiarism, libel, right of privacy, defamation, photo manipulation, trademarks, open meeting and records and the implications of recent developments in mass media law and ethics specifically related to social media. Students will explore the impact of the internet and social media on communications, investigate how new technologies are regulated today, and enhance student awareness of the ethical responsibilities of the social media professional. While completion of ENC1101 is not required before taking this course, it may provide a foundation to help increase the student's success in this course.	3	3	0

MMC 2450. DATA LITERACY FOR COMMUNICATORS. 3 3 0

DATA LITERACY FOR COMMUNICATORS Prerequisite: Recommend MGF 1130 or higher level statistics course. This course will examine existing media analytical tools and their role in managing social media campaigns. This course will provide an opportunity for the learner to become literate about data management and how to use numbers and avoid common mistakes. While completion of the first freshman mathematics course is not required before taking this course, it may provide a foundation to help increase the student's success in this course. This course is designed to showcase the virtually unlimited opportunities that exist today to leverage the power of social media. Students will focus on social media initiatives, metrics to capture relevant outcomes, and predictive analysis to link social media chatter to performance.

MMC 2733. SOCIAL MEDIA CAMPAIGNS-CAPSTONE. 3 3 0

SOCIAL MEDIA CAMPAIGNS-CAPSTONE Prerequisite: MMC 2150 and MMC 2450 In this course, students will create a comprehensive social media campaign. This course seeks to help students understand social media's role as a communication tool and how it can be optimized in an integrated new media communication strategy.