

MASS COMMUNICATIONS, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN MEDIA PRODUCTION

The Richard T. Robertson School of Communication offers a Bachelor of Science in Mass Communications with concentrations in one of four areas: advertising, journalism, media production or public relations. The media production concentration prepares students for behind-the-scenes careers in film, television, video, online and other media creating compelling stories and messages.

Student learning outcomes

Upon completing this program, students will know how to do the following:

Mass communications core learning outcomes

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work

Media production concentration-specific outcome

- Write correctly and clearly in forms and styles appropriate for media production professions, audiences and purposes they serve

Special requirements

The **overview section** explains the requirements for students to be admitted to, and remain in, the foundation program or a specific concentration in the school.

Students must earn a total of 45 credits in classes at the 300-level and above, including upper-level mass communications course work. To graduate from the mass communications program, students must have a cumulative and major GPA of 2.5 and must earn a minimum grade of

C in their senior-level capstone courses. The mass communications curriculum includes the foundation and specific concentrations.

Foundation course work for media production students

MASC 101, MASC 255 and MASC 285, each with a minimum grade of C; and completion of general education courses UNIV 111, UNIV 112, POLI 103, ECON 203, STAT 208 or STAT 210, and a course from the scientific and logical reasoning area of inquiry. Completion of both ECON 210 and ECON 211 may substitute for ECON 203.

To enroll in MASC 285, students must receive departmental permission.

To enroll in a mass communications course, majors must have earned a minimum grade of C in all courses prerequisite for that course.

Degree requirements for Mass Communications, Bachelor of Science (B.S.) with a concentration in media production

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
MASC 101	Mass Communications	3
MASC 274	Diversity in the Media	3
MASC 300	Technical Prowess	3
MASC 380	Media and Culture	3
MASC 390	Ethical Problems in Mass Media	3
MASC 408	Communications Law	3
MASC 493	Fieldwork/Internship	3
MASC 499	Career Minded	3
• Concentration requirements		
MASC 255	Media Production Foundation	3
MASC 285	Scriptwriting	3
MASC 367	Media Production I	3
MASC 410	Media Entrepreneurship	3
MASC 415	Media Production II	3
MASC 483	The Documentary	3
MASC 484	Media Foundry	3
• Major electives		
MASC (300- or 400-level)		6
Ancillary requirements		
ECON 203	Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives) ¹	3
ENGL 215	Reading Literature (Note: not all options satisfy general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry)	3
or ENGL 201	Western World Literature I	
or ENGL 202	Western World Literature II	
or ENGL 203	British Literature I	

or ENGL 204	British Literature II	
or ENGL 205	American Literature I	
or ENGL 206	American Literature II	
or ENGL 211	Contemporary World Literature	
or ENGL 217	Reading New Literature	
or ENGL 236	Women in Literature	
or ENGL 250	Reading Film	
or ENGL 291	Topics in Literature	
or ENGL 295	Introduction to Creative Writing	
or NEXT 240	Reading Technology, Media and Culture	
HUMS 202	Choices in a Consumer Society	1
PHTO 290	Photography for Non-majors (satisfies experiential fine arts requirement)	1-3
POLI 103	U.S. Government and Politics (satisfies general education BOK for social/behavioral sciences and AOI for diversities in the human experience)	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
or STAT 210	Basic Practice of Statistics	
POLI, HIST or URSP (300 level or higher)		3
Foreign language through the 102 level (by course or placement)		0-6
Literature course (300 level or higher) except ENGL 386/ TEDU 386 or TEDU 387		3
Open electives		
Select any course.		20-31
Total Hours		120

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Completion of both ECON 210 and ECON 211 may substitute for ECON 203; ECON 210 satisfies the same general education categories.

The minimum number of credit hours required for this degree is 120.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

Recommended course sequence/plan of study

Freshman year

Fall semester	Hours
MASC 101 Mass Communications	3
MATH 131 Introduction to Contemporary Mathematics (either is a prerequisite for STAT 208; counts as open elective) or MATH 141 Algebra with Applications	3
POLI 103 U.S. Government and Politics (satisfies general education AOI for diversities in the human experience)	3

UNIV 111 Introduction to Focused Inquiry: Play course video for Introduction to Focused Inquiry: Investigation and Communication and Communicatio	3
General education course	3
Term Hours:	15

Spring semester

ECON 203 Introduction to Economics (satisfies general education AOI for global perspectives)	3
HUMS 202 Choices in a Consumer Society	1
MASC 255 Media Production Foundation	3
MASC 274 Diversity in the Media	3
UNIV 112 Focused Inquiry II (satisfies general education UNIV foundations) Play course video for Focused Inquiry II	3
General education course (select BOK for natural sciences and AOI for scientific and logical reasoning)	3
Term Hours:	16

Sophomore year

Fall semester

ENGL 215 Reading Literature (either satisfies general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry) or NEXT 240 Reading Technology, Media and Culture	3
MASC 285 Scriptwriting	3
STAT 208 Statistical Thinking (either satisfies general education quantitative foundations) or STAT 210 Basic Practice of Statistics	3
UNIV 200 Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
General education course	3
Term Hours:	15

Spring semester

MASC 300 Technical Prowess	3
MASC 380 Media and Culture	3
PHTO 290 Photography for Non-majors (satisfies experiential fine arts requirement)	2-3
MASC elective (300-400)	3
Open elective	3
Term Hours:	14-15

Junior year

Fall semester

MASC 367 Media Production I	3
MASC 408 Communications Law	3
Foreign language 101	3

Literature course (300-level or higher) except ENGL 386/ TEDU 386 or TEDU 387	3
Open elective	3

Term Hours: 15

Spring semester

MASC 410 Media Entrepreneurship	3
MASC 415 Media Production II	3
POLI, HIST or URSP course (300-level or higher)	3
Foreign language 102	3
Open elective (300-400 level)	3

Term Hours: 15

Senior year

Fall semester

MASC 390 Ethical Problems in Mass Media	3
MASC 483 The Documentary	3
MASC 499 Career Minded	3
MASC elective (300- to 400-level)	3
Open elective	3

Term Hours: 15

Spring semester

MASC 484 Media Foundry	3
MASC 493 Fieldwork/Internship	3
Open electives (300- to 400-level if needed)	9

Term Hours: 15

Total Hours: 120-121

The minimum number of credit hours required for this degree is 120.