

RICHARD T. ROBERTSON SCHOOL OF MEDIA AND CULTURE

901 West Main Street
 Temple Building, Room 2216
 Box 842034
 Richmond, Virginia 23284-2034
 (804) 828-2660
 Fax: (804) 828-9175
 robertson.vcu.edu (<http://www.robertson.vcu.edu>)

Peyton Rowe

Professor and director

Karen McIntyre, Ph.D.

Associate professor and director of graduate studies

Natasha Long

Coordinator of student services

The Robertson School of Media and Culture prepares effective and skilled communicators through quality instruction, advising and student services, based on real-world applications. Through research, professional service and scholarship in applied communications, the school advances the knowledge and practice of a multidisciplinary and evolving media environment. The school values truth, ethics, creativity, innovation, collaboration, cultural diversity, shared governance and community engagement.

The school offers a Bachelor of Science in Mass Communications with specialization in one of four concentrations: advertising, journalism, media production or public relations. The school also awards the Master of Science in Mass Communications, with concentrations in the areas of integrated communication and multimedia journalism along with a graduate Certificate in Media and Leadership.

Undergraduate information

Admission guidelines and requirements

Incoming students can declare mass communications as their major through the last day of add/drop. VCU students in other programs who wish to declare mass communications as their major must complete MASC 101 with a minimum grade of C and have a minimum cumulative GPA of 2.5. In addition, students planning to major in advertising must complete MASC 201 with a minimum grade of C; students planning to major in public relations must complete MASC 210 with a minimum grade of C; and students planning to major in media production must complete MASC 255 with a minimum grade of C.

Full-time students can spend no more than two academic years in the foundation from the time of enrollment. If they have not advanced to a concentration, then they will be separated from the major.

Admittance to a concentration in the Robertson School of Media and Culture is contingent on meeting the following requirements: an overall minimum GPA of 2.5 in all courses and completion of the required mass communications foundation courses. Transfer students will be evaluated on an individual basis but generally will be required to meet the prerequisites for admission during the second semester they are enrolled at VCU.

Once admitted to a concentration, students must maintain a minimum cumulative and major GPA of 2.5. If a student's GPA falls below 2.5, he or she will have one year to meet the GPA requirement. Students who fail to do so will be separated from the program. This does not preclude the student from completing another major at VCU.

Certification of these requirements must accompany a formal petition for admission to a concentration. Students at this time must select a concentration and, if available, a sub-concentration.

Students who have been separated from the major may appeal to the school's Undergraduate Studies Committee by following the process described on the school's website.

Mass Communications Scholars Program

The Mass Communication Scholars Program demands a rigorous course load and a high GPA. It prepares students for professional positions in the communications fields and for competitive post-graduate programs. The program supports the highest standards of excellence in education and is designed to enhance the education achievement of students through a variety of special opportunities, demands and programs.

The Mass Communication Scholars Program is open to undergraduate mass communications majors who have been accepted into the VCU Honors College.

To graduate as Mass Communications Scholars, students must:

- Maintain an overall 3.5 GPA and a 3.5 GPA in the major.
- Maintain good standing in the VCU Honors College.
- Complete 18 credit hours in honors courses or "variants." At least 15 of these honors credits must be taken in the school. At least three honors credits must be completed each academic year.
- Attend at least four Honors-speakers events or colloquia each academic year for exchange of ideas.
- Complete a capstone, three-credit thesis or project course, MASC 492.
- Complete an approved international component.
- Compile a dossier or portfolio of their work to document their educational career, major, interests and scholarly pursuits. The dossier will include an essay on how the student has become a well-educated individual deserving of Mass Communications Scholars designation.

The Robertson School of Media and Culture will offer at least two honors courses or "variants" per year. Variants are courses in which students may receive honors credit while in non-honors courses by meeting additional requirements such as more advanced readings, greater depth in research or project work or additional assignments as deemed appropriate by the instructor (and approved by the Honors College).

The Mass Communications Scholars Program is a departmental honors program linked to the VCU Honors College. Mass communications students will be able to graduate with mass communications honors and with university honors. Mass Communications Scholars will earn a distinctive designation at their graduation ceremony.

Honors courses and courses designated as variants will be listed in the Schedule of Classes for each semester. Students wishing to enter the Mass Communications Scholars Program should contact the program coordinator.

Students who complete the requirements for any of these concentrations will receive a Bachelor of Science in Mass Communications.

- Advertising/creative (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-advertising-creative/>)
- Advertising/strategic (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-advertising-strategic/>)
- Journalism/broadcast (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-journalism-broadcast/>)
- Journalism/digital (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-journalism-digital/>)
- Media production (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-media-production/>)
- Public relations (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/mass-communications-bs-concentration-public-relations/>)
- Media studies, minor in (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/media-studies-minor/>)