

## **TOWSON UNIVERSITY**

The institution known today as Towson University opened its doors in 1866 in downtown Baltimore as the Maryland State Normal School – the only institution devoted exclusively to the preparation of teachers for the public schools of Maryland. The first class consisted of 11 students.

In 1915 the school moved to Towson. By 1935, it established the Bachelor of Science degree in education and changed its name to Maryland State Teachers College at Towson. In 1946 it introduced an arts and sciences program, and in 1963 the institution expanded its offerings in the arts and sciences and became Towson State College.

Towson was granted university status on July 1, 1976, in recognition of its development into a comprehensive university. In 1988 Towson State University joined the University System of Maryland. On July 1, 1997, Towson State University became Towson University, a change that reflects its evolution from a state-supported to a state-assisted institution.

Towson University, Maryland's Metropolitan University, is nationally recognized for its excellent programs in the arts and sciences, communication, business, health professions, education, fine arts and computer science. The university is located in the suburban community of Towson, Maryland, just eight miles north of downtown Baltimore.

Its beautifully landscaped 328-acre setting provides a pleasant environment of study and a diverse campus life, as well as easy access to a wealth of university and community resources. Towson University enrolls and graduates more undergraduate students from the region than any other institution.

**Towson University  
 College of Fine Arts and Communication  
 Mass Communication and Communication Studies  
 Student Handbook  
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## **MISSION STATEMENT**

The Department of Mass Communication and Communication Studies focuses on the study of the structure, processes, aesthetics, functions, ethics and criticism of mass media and human communication. Students gain knowledge in theory and research as well as practical skills that are applicable to a wide range of careers. It is the mission of the department to help provide students with the tools needed to navigate the communication challenges of the 21<sup>st</sup> century.

## **PROGRAMS OF THE DEPARTMENT**

The Department of Mass Communication and Communication Studies offers the following programs of study; the *Communication Studies (COMM)* major, the *Mass Communication (MCOM)* major, minors in both *Communication Studies (COMM)* and *Mass Communication (MCOM)*, combined majors in Political Science and Communication Studies and Political Science and Mass Communication, an interdisciplinary cooperative program with the department of Marketing, a certificate in Broadcast Journalism, a certificate in Sports Communication, a *Master of Science degree in Communication Management*, and a graduate certificate in Strategic Public Relations and Integrated Communications. In addition, the department participates in a multidisciplinary program offering a Master of Science in Human Resource Development.

## **INTENTIONAL ADVISING**

Towson University has begun a new program called intentional advising. This program is designed to make academic advising an integral part of the teaching/learning process. It will begin when the student comes to the university as a freshman or transfer student and continue until the student graduates.

The objective of the advising will be to discuss the degree requirements, review the student's progress and help students decide what courses they should be taking in the next semester. Career advising also may be offered.

In the Mass Communication and Communication Studies Department, the program is designed so that all students will be advised. Group advising sessions will be given by faculty from the department. If students who elect group advising need advising help anytime during the semester, they must schedule a meeting with Page Miller or James Armstrong, the advising coordinators for the department.

Some students may want one-on-one advising. They will be able to sign up to see an advisor after the group advising session. This faculty member may remain the student's advisor for his/her remaining years at Towson University. Students should retain records of meetings with their group and individual advisors. This includes progress reports in the major academic plan, minor plans and certificate plans.

## **THE COLLEGE OF FINE ARTS AND COMMUNICATION**

The College of Fine Arts and Communication (COFAC) is made up of the departments of Art, Dance, Electronic Media and Film, Mass Communication and Communication Studies, Music, and Theatre Arts. Through classroom and experiential preparation, COFAC's programs prepare graduates for careers and/or graduate study. The broad liberal education offered by the college, along with specialized professional training, enables students to develop creative and analytical abilities that can be tailored to their future aspirations. All TU students have the opportunity to participate in an exciting variety of academic and artistic experiences.

The faculty members of the department are committed to scholarly research and/or creative productions in the department's various areas of expertise. As part of a metropolitan university's role in serving the region, the department is pledged to provide service to the university and to the larger community in a variety of ways.

## MCOM AND COMM FACULTY AND STAFF

## AREAS OF EXPERTISE

### FULL-TIME COMM FACULTY

Dr. Teodora Carabas  
Dr. Kristen Eichhorn  
Dr. Darren Goins  
Dr. Audra McMullen  
Ms. Elizabeth Skinner  
Dr. Richard Vatz  
Dr. June Yum

### AREAS OF EXPERTISE

Rhetorical Theory and Criticism  
Communication Research  
Speech & Debate  
Organizational Communication  
Advocacy and Argument  
Persuasion  
Intercultural Communication

### FULL-TIME MCOM FACULTY

Dr. Margaret Algren  
Ms. Jenny Atwater  
Dr. Sean Baker  
Mr. Garry Bolan  
Ms. Tiffany Derville  
Dr. Charles Flippen  
Dr. Beth Haller  
Dr. Kwangmi Kim  
Dr. Jung-Sook Lee  
Dr. Thom Lieb  
Mr. Jad Melki  
Dr. Mark McElreath  
Mr. Lester Potter  
Dr. Sandy Nichols  
Dr. Alexandra Vilela

### AREAS OF EXPERTISE

Communication Management  
Newswriting/Broadcasting  
Mass Communication Research  
Strategic PR and Integrated Communication  
Strategic PR and Integrated Communication  
Journalism  
Journalism  
Advertising  
Advertising  
Editing, New Media  
Mass Communication Research, Journalism  
Media Ethics, PR  
Strategic PR and Integrated Communication  
Journalism  
Advertising

### UNIT COORDINATORS

Dr. Beth Haller  
Dr. Jung-Sook Lee

Dr. June Yum

Journalism and New Media Unit  
Advertising and Strategic Public Relations  
and Integrated Communication Unit  
Communication Studies Unit

### UNDERGRADUATE ADVISORS

Mr. James Armstrong  
Ms. Page Miller

Tuesday & Thursday only  
Monday, Wednesday & Friday only

### BALTIMORE URBAN DEBATE LEAGUE

Mr. Chris Baron  
Ms. Diana Kerns

Program Manager  
Administrative Assistant

## MCOM AND COMM FACULTY AND STAFF DIRECTORY

### DEPARTMENT OFFICE

Media Center, Room 114

Phone: 410-704-3431

FAX: 410-704-3656

Web-page: [www.towson.edu/mccs](http://www.towson.edu/mccs)

<u>PROFESSORS</u>	<u>OFFICE</u>	<u>PHONE EXT.</u>	<u>E-MAIL ADDRESS</u>
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### STAFF

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Ms. Mary Hickey	MC 114	4-5352	mhickey@towson.edu
Ms. Kathy Marsalek	MC 116	4-3705	kmarsalek@towson.edu
Ms. Page Miller	MC 118	4-3253	pmiller@towson.edu
Mrs. Donna Warrington	MC 114A	4-5353	dwarrington@towson.edu

## **THE MAJOR IN COMMUNICATION STUDIES**

The general purpose for majoring in *Communication Studies* is to understand and apply the process and function of human communication, as well as the foundations of communication theory, to a student's discourse and to an evaluation of the discourse of others. The major allows students to develop skills in communication as a method of inquiry and advocacy.

Specifically, the major is intended to accomplish two objectives. First, students will be given opportunities to develop personal skills which enable them to secure public and private sector positions requiring communication competencies (i.e., speaking, writing, critical thinking, and advocacy skills for interpersonal, organizational and public settings). Second, students will become more liberally educated in personal and societal value structures, ethics, cultural heritage and the impact of messages upon the individual and society.

Graduates with majors in Communication Studies have gone on to graduate school or careers in the public sector, private industry, or education, and in areas such as personnel, sales, lobbying, internal (organizational) communication, conference and meeting management, training and development, public affairs, corporate relations, law, religion, teaching or communication consulting.

### **Areas of Essential Knowledge (What should *Communication Studies* graduates know?):**

1. The student should understand the principles of interpersonal communication.
2. The student should understand the principles of organizational communication.
3. The student should understand the principles of public communication.

### **Areas of Essential Skills (What should *Communication Studies* graduate to able to do?):**

1. The student should demonstrate proficiency in creating, interpreting, and evaluating interpersonal messages.
2. The student should demonstrate proficiency in critical thinking, structuring, and delivery in public settings.
3. The student should demonstrate an ability to systematically analyze and solve problems, advocate and defend his/her own views, and refute opposing views.
4. The student should demonstrate proficiency in writing.

### **Areas of Essential Values (What sort of guiding principles do we wish *Communication Studies* graduates to have developed?):**

1. The student should develop an awareness of the value and role of speech in a democratic society.
2. The student should develop an awareness of his/her own social responsibilities as an ethical communicator.

### **Requirements for the Major**

The Communication Studies major requires a total of 36 units: 18 units in the core, 6 units of theory and criticism courses and 12 units of electives as listed below. Students are reminded that it is their responsibility to check all prerequisites before registering for any course.

### **Required Courses (18 units)**

COMM 101	Introduction to Human Communication (3)
COMM 131	Fundamentals of Speech Communication (3)
COMM 211	Rhetorical Theory and Criticism (3)
COMM 331	Advocacy and Argument (3)
COMM 419	Organizational Communication (3)
COMM 480	Communication Research (3)

**Theory and Criticism Courses (6 units)**

COMM 215	Interpersonal Communication (3)
COMM 304	Persuasion (3)
COMM 378	Intercultural Communication (3)
MCOM 352	Media Criticism (3)
MCOM 411	Communication Process (3)

**Electives (12 units)**

COMM 249	Speech and Debate I (1.5)
COMM 250	Speech and Debate II (1.5)
COMM 301	Nonverbal Communication (3)
COMM 303	Advanced Public Speaking (3)
COMM 315	Business and Professional Communication (3)
COMM 349	Speech and Debate III (1.5)
COMM 350	Speech and Debate IV (1.5)
COMM 418	Communication Training and Development (3)
COMM 422	Conference and Meeting Management (3)
COMM 470	Special Topics in Communication (3)
COMM 490	Internship in Communication Studies (1-6)
COMM 495	Independent Study in Communication Studies (1-6)
MCOM 214	Principles of Advertising
MCOM 253	Principles of Strategic Public Relations and Integrated Communication (3)

*Or any of the courses listed above under Theory and Criticism.*

\*No more than 3 units of independent study and/or internships can be applied toward the Communication Studies major.

**Graduation Requirements**

All major requirements must be completed with a grade equivalent of 2.00 or higher. No PS (Pass) grade in major.

**Bachelor of Arts Degree Option**

Students may earn a Bachelor of Arts degree by completing the intermediate (200) level of a foreign language.

**Transfer Credit Policy**

Transfer students are required to complete 21 units in residence toward the Communication Studies major. The department will accept up to 15 units of compatible transfer courses.

**COMBINED MAJOR IN COMMUNICATION STUDIES AND MASS COMMUNICATION**

Students who wish to complete a combined major in Communication Studies and Mass Communication may apply up to 12 units simultaneously toward fulfillment of both majors.

**MAJOR/MINOR IN COMMUNICATION STUDIES AND MASS COMMUNICATION**

Students who wish to major in Communication Studies and minor in Mass Communication may apply up to 6 units simultaneously toward fulfillment of both major and minor.

## **COMBINED MAJOR IN COMMUNICATION STUDIES AND POLITICAL SCIENCE**

Students electing to major in both Communication Studies and Political Science must complete the requirements for both majors. Following the outline below, students can complete the two majors with 60 units of Communication Studies and Political Science courses. Completing these two majors separately requires a minimum of 72 units (36 units in each major).

### **1. Political Science**

- A. Required Core Courses (15 units – see the Department of Political Science)
- B. Elective Courses in Political Science (21 units)

Note: The Department of Political Science will accept two of the following communication studies courses (6 units) toward fulfillment of the electives in the Political Science major:

- COMM 304 Persuasion (3)
- COMM 331 Advocacy and Argument (3)
- COMM 378 Intercultural Communication (3)
- COMM 470 Special Topic (3)\*

Topic to be approved by the Department of Political Science

### **2. Communication Studies**

- A. Required Core Courses (18 units)
- B. Theory and Criticism Course (6 units)
- C. Electives (9 units)

Note: The Department of Mass Communication and Communication Studies will accept two of the following political science courses (6 units) toward fulfillment of the electives in the Communication Studies major:

- POSC 301 Political Research I (3)
- POSC 340 Comparative Public Policy (3)
- POSC 375 Public Administration (3)
- POSC 381 Presidency (3)
- POSC 383 Congress (3)
- POSC 417 Political Parties (3)
- POSC 459 Simulation and Games (3)
- POSC 470-479 Special Topics (3)\*

\* Topic to be approved by the Department of Mass Communication and Communication Studies.

## **MINOR IN COMMUNICATION STUDIES**

The Communication Studies minor requires 24 units: 15 units in the core, 6 units in theory and criticism courses and 3 units of electives as listed above.

### **Required Courses (15 units)**

See list under major requirements. All courses which appear there are required for the minor with the exception of COMM 480.

### **Theory and Criticism Courses (6 units)**

See list under the major requirements.

**Electives (3 units)**

See list under the major requirements. COMM 480 may be added to this list.

**Graduation Requirements**

All minor requirements must be completed with a grade equivalent of 2.00 or higher. No PS (Pass) grade in minor.

**Transfer Credit Policy**

The department will accept up to 9 units of compatible transfer courses toward the minor.

**Combined program with Mass Communication**

Students who wish to minor in Communication Studies and major in Mass Communication may apply up to 6 units simultaneously toward fulfillment of both major and minor.

Note: No more than 3 units of independent study and/or internships can be applied toward the Communication Studies minor.

### **SCREENING FOR THE MAJOR IN MASS COMMUNICATION**

Students interested in becoming undergraduate *Mass Communication* majors must become Pre-Mass Communication majors (PMCO) and enroll in three required screening courses as follows:

**ENGL 102 – Writing for a Liberal Education (3)**

**COMM 131 – Fundamentals of Speech Communication (3)**

**MCOM 101 – Introduction to Mass Communication (3)**

Students cannot apply for MCOM as a major until they have completed these courses.

**Note:** This requirement applies to incoming freshmen, transfer students, currently enrolled Towson University students, and students working on a second bachelor's degree.

Students are eligible to apply for admission to the Mass Communication (MCOM) major after completing at least 30 units at Towson University or elsewhere, and upon completion of the three courses named above earning a minimum GPA of B (3.00) in these courses. No more than one of the screening courses can be repeated for the purpose of determining eligibility. After the completion of the above courses, students should declare MCOM as their major by completing an application and submitting the application to the main office or the undergraduate advising coordinator. An unofficial transcript should be included. To obtain an application, go to the main office or contact one of our advisors. Several times a year, a group of eligible candidates will be selected to declare Mass Communication as a major.

Students are reminded that admission to the MCOM major is highly competitive and limited to students who complete the screening courses, and earn the highest GPA among applicants. The higher a student's cumulative GPA, the higher probability of a student being offered admission to the MCOM major. Successful completion of the screening courses does not, in itself, guarantee admission to the MCOM program. The number selected will be on a space-available basis. The criterion used for selection will be the cumulative QPA from the three courses, regardless of where those courses were taken, and the overall QPA at the time of application. The top percentage of students in each grouping will be admitted. Students who are denied may re-apply. Appeals may be addressed to the department's Executive Committee. All appeals should be in the form of a letter accompanied by a transcript.

## **THE MAJOR IN MASS COMMUNICATION**

The *Mass Communication* major enables students to learn the practical application, structure, processes, aesthetics, responsibilities and effects of the mass media. The objectives of the Mass Communication major are 1) to provide students with appropriate training for careers in mass communication and 2) to help students become more critical consumers of the media.

Mass Communication majors are expected to develop and refine their visual and written skills; to think critically about ways in which the mass media influence society; and, to recognize and appreciate the need for a broad and diverse liberal arts education.

Graduates with a major in Mass Communication will have many career options, especially in the broadly defined fields of print and broadcast journalism, new media, advertising, strategic public relations and integrated communication. Majors are expected to learn how the various fields in mass communication are structured and function and to understand how the media are converging and the consequences of that convergence.

### **Areas of Essential Knowledge (What should *Mass Communication* graduates know?):**

- 1 The student should be able to understand and apply relevant theories of mass communication.
- 2 The student should understand the structure of statutes and regulations under which the mass media operate in the United States.

### **Areas of Essential Skills (What should *Mass Communication* graduate to able to do?):**

- 1 The student should be able to demonstrate proficiency in writing for and about the mass media.
- 2 The student should be able to develop and articulate reasoned critical and aesthetic analyses of the content and functions of the mass media.
- 3 The student who chooses to acquire specific training for employment in the media should exhibit competence in the area or areas of his/her specialty.

### **Areas of Essential Values (What sort of guiding principles do we wish *Mass Communication* graduates to have developed?):**

The student should develop an awareness of ethical principles in mass communication used to resolve issues in the operation of the mass media.

### **Requirements for the Major**

- 1) Mass Communication majors complete 36 units: 9 units in core courses and 27 units in track courses. Students must fulfill the requirements of one of the following tracks: Journalism and New Media, Advertising, or Strategic Public Relations and Integrated Communication. Students are reminded that it is their responsibility to check all prerequisites before registering for any course.
- 2) No more than 6 units of independent study and/or internships can be applied to the Mass Communication major.
- 3) Students who wish to double major in Mass Communication and Communication Studies may apply up to 12 units simultaneously for satisfaction of both majors. Students who wish to major in Mass Communication and minor in Communication Studies may apply 6 units simultaneously for satisfaction of both major and minor.
- 4) Students who wish to double in Mass Communication and Electronic Media and Film may apply up to 9 units simultaneously for satisfaction of both majors. Students who wish to major in Mass Communication and minor in Electronic Media and Film may apply 6 units simultaneously for satisfaction of both major and minor.
- 5) Transfer students are required to take 21 hours in residence in their major area. The department will transfer up to 15 semester hours of compatible courses.

- 6) All major requirements must be completed with a grade equivalent of 2.00 or higher. No PS (Pass) grade in major. Students must complete at least 18 units of upper-level courses in the major.
- 7) Students may earn a Bachelor of Arts degree by completing the intermediate (200) level of a foreign language.

**Required Core Courses For All Three Tracks In the Major ( 9 units)**

- MCOM 101 Introduction to Mass Communication (3)  
 MCOM 350 Media Law (3)  
*Or*  
 MCOM 433 Media Ethics (3)  
 MCOM 490 Mass Communication Research (3)

**COURSE SEQUENCE AND PREREQUISITES - JOURNALISM AND NEW MEDIA TRACK**

A. Required Course Sequence I – IV (24 units) Prerequisites (all with C or better grade)\*

- |  |  |  |
|--|--|--|
| I.   | MCOM101 Introduction to Mass Communication (3)<br>COMM 131 Fundamentals of Speech Communication (3)  |  |
| II.  | MCOM 255 Newswriting (3)   | MCOM101 and ENGL 102   |
| <i>Declare your major in MCOM before moving on to the Level III courses.</i> |  |  |
| III.   | MCOM 358 News Editing (3)<br>two the following four:<br>MCOM 356 Feature Writing (3), and/or<br>MCOM 381 Broadcast Journalism I (3), and/or<br>MCOM 383 News Reporting (3), and/or<br>MCOM 409 Literary Journalism (3) | MCOM 255<br>MCOM 255<br>MCOM 255<br>MCOM 255<br>MCOM 356   |
| IV.  | MCOM 407 Writing for New Media (3), and<br><br>one of the following:<br>MCOM 391 Photojournalism<br>MCOM 415 Media Graphics  | MCOM 356, MCOM 357 or MCOM 381<br>and consent of instructor<br><br>MCOM 255, ART 234 or consent of instructor<br>MCOM 341 or MCOM 391 or consent of instructor |

B. Additional Required Courses (6 units): May be taken at any time with satisfactory prerequisites

- |          |                                 |   |
|----------|---------------------------------|---|
| MCOM 350 | Media Law (3) or                | MCOM101 and junior/senior standing      |
| MCOM 433 | Media Ethics (3) and            | MCOM 101 and junior/senior standing     |
| MCOM 490 | Mass Communication Research (3) | Majors and minors only, senior standing |

C. Electives (9 units): May be taken at any time with satisfactory prerequisites

- |          |  |  |
|----------|--|--|
| MCOM 100 | Using Information Effectively<br>in Mass Communication (3) |  |
| MCOM 341 | Digital Publishing (3)                                     | MCOM 101 and sophomore standing                              |
| MCOM 352 | Media Criticism (3)  | MCOM 101   |
| MCOM 385 | Mass Media and Society (3)                                 | MCOM 101   |
| MCOM 460 | Internship (1-6)   | MCOM255, junior/senior<br>3.0 GPA in major, 2.75 GPA overall |

Or any other courses listed in the catalogue under electives. Students are strongly encouraged to take courses outside the track [**NOTE:** COMM 131 will count towards an elective]

\*Prerequisite requirements are subject to changes. Students are required to follow the most up-to-date prerequisite requirements.

## **JOURNALISM AND NEW MEDIA**

### **TRACK ELECTIVES**

Students may choose from the following and from any courses not already chosen in the required course section.

COMM 131 – Fundamentals of Speech Communication

COMM 304 – Persuasion

MCOM 100 – Using Information Effectively in Mass Communication

MCOM 341 – Digital Publishing

MCOM 352 – Media Criticism

MCOM 359 – Magazine Publishing

MCOM 381 – Broadcast Journalism I

MCOM 385 – Mass Media and Society

MCOM 388 – Cyberspace and Communication

MCOM 411 – Communication Process

MCOM 431 – Public Opinion and the Press

MCOM 457 – Photojournalism II

MCOM 460 – Internship in Mass Communication (1-6 credits)

MCOM 479 – Special Topic in Mass Communication

MCOM 481 – Broadcast Journalism II

MCOM 496 – Independent Study in Mass Communication (1-6 credits)

### **CERTIFICATE IN BROADCAST JOURNALISM**

Mass Communication majors or minors completing the Journalism and New Media track are eligible for a certificate in *Broadcast Journalism* if they take these five courses in the Mass Communication major and achieve at least a 3.00 average in them

MCOM 381 Broadcast Journalism I (3)

MCOM 481 Broadcast Journalism II (3)

MCOM 460 Internship in Mass Communication (1-6)

Journalism internship at a radio, television, or cable station, or multimedia news Web site

#### Two of the following

MCOM 341 Digital Publishing (3)

MCOM 391 Photojournalism I (3)

MCOM 415 Media Graphics (3)

MCOM 457 Photojournalism II(3)

## **COURSE SEQUENCE AND PREREQUISITES – ADVERTISING TRACK**

### A. Required Course Sequence I – IV (21 units) Prerequisites (all with C or better grade)\*

- |     |          |  |                       |
|-----|----------|--|-----------------------|
| I.  | MCOM101  | Introduction to Mass Communication (3)   |                       |
|     | COMM 131 | Fundamentals of Speech Communication (3) |                       |
| II. | MCOM 214 | Principles of Advertising (3)            | MCOM 101 and COMM 131 |

*Declare your major in MCOM before moving on to the Level III courses.*

- |      |          |   |  |
|------|----------|---|--|
| III. | MCOM 323 | Media Planning (3)  | MCOM 214   |
|      | MCOM 325 | Advertising Copywriting (3), and<br>one of the following two: | MCOM 214   |
|      | MCOM 255 | Newswriting (3)   | MCOM 101 and ENGL 102                                |
|      |          | or  |  |
|      | MCOM 357 | Public Relations Writing (3)                                  | MCOM 253   |
| IV.  | MCOM 447 | Advertising Campaigns (3)                                     | MCOM 323 and MCOM 325<br>(Not open to PMCO students) |

### B. Additional Required Courses (6 units): May be taken at any time with satisfactory prerequisites

- |          |                                 |                                       |
|----------|---------------------------------|---------------------------------------|
| MCOM 350 | Media Law (3)                   | MCOM101 and junior/senior standing    |
|          | or                              |                                       |
| MCOM 433 | Media Ethics (3)                | MCOM 101 and junior/senior standing   |
|          | and                             |                                       |
| MCOM 490 | Mass Communication Research (3) | Majors & minors only, senior standing |

### C. Electives (9 units): May be taken at any time with satisfactory prerequisites

- |              |                               |   |
|--------------|-------------------------------|---|
| MCOM 460     | Internship (1-6)              | MCOM 214, junior/senior<br>3.0 GPA in major, 2.75 GPA overall |
| MCOM 443/572 | International Advertising (3) | 15 credits of MCOM or COMM including<br>MCOM 214              |
| MCOM 440     | Media Sales (3)               | 15 credits of MCOM or COMM including<br>MCOM 214              |

Or any other courses listed in the catalogue under electives. Students are strongly encouraged to take courses outside the track.

\*Prerequisite requirements are subject to change. Students are required to follow the most up-to-date prerequisite requirements.

## **CERTIFICATE IN ADVERTISING**

Students completing a Mass Communication major in the Advertising Track are eligible for a departmental *Certificate in Advertising* by having a GPA equivalent of 3.00 or higher in the track course taken at TU and by completing MCOM 460 Internship in Mass Communication. Students need to apply for the certificate at the time of graduation.

## **ADVERTISING**

### **TRACK ELECTIVES**

Student may choose from the following and from any courses not already chosen in the required course section.

The following groupings are to help students in their selection of electives.

#### ***Advertising***

MCOM 440 – Advertising Media Sales

MCOM 443 – International Advertising

MCOM 445 – Corporate or Institutional Advertising

MCOM 460 – Internship in Mass Communication (1-6 credits)

MCOM 496 – Independent Study in Mass Communication (1-6 credits)

#### ***Strategic Public Relations & Integrated Communication***

MCOM 253 – Principles of Strategic Public Relations and Integrated Communication

MCOM 451 – Public Relations for Non-Profit Organizations

MCOM 453 – Strategic Public Relations and Integrated Communication Campaigns

MCOM 459 – Professional Issues in Strategic Public Relations, Advertising, & Integrated Communication

COMM 419 – Organizational Communication

COMM 422 – Conference and Meeting Management

#### ***Journalism***

MCOM 100 – Using Information Effectively in Mass Communication

MCOM 356 – Feature Writing

MCOM 358 – News Editing

MCOM 359 – Magazine Publishing

MCOM 391 – Photojournalism I

MCOM 407 – Writing for New Media

MCOM 415 – Mass Media Graphic

MCOM 431 – Public Opinion and the Press

#### ***Media Analysis***

MCOM 352 – Media Criticism

MCOM 385 – Mass Media and Society

MCOM 411 – Communication Process

#### ***Communication Studies***

COMM 215 – Interpersonal Communication

COMM 303 – Advanced Public Speaking

COMM 304 – Persuasion

COMM 315 – Business and Professional Communication

COMM 331 – Advocacy and Argument

COMM 378 – Intercultural Communication

## COURSE SEQUENCE AND PREREQUISITES – PUBLIC RELATIONS TRACK

### A. Required Course Sequence I – IV (21 units) Prerequisites (all with C or better grade)\*

- |            |          |  |                       |
|------------|----------|--|-----------------------|
| <b>I.</b>  | MCOM101  | Introduction to Mass Communication (3)                                   |                       |
|            | COMM 131 | Fundamentals of Speech Communication (3)                                 |                       |
| <b>II.</b> | MCOM 253 | Principles of Strategic Public Relations<br>and Integrated Communication | MCOM 101 and COMM 131 |

*Declare your major in MCOM before moving on to the Level III courses.*

- |             |          |  |  |
|-------------|----------|--|--|
| <b>III.</b> | MCOM 357 | Public Relations Writing (3)   | MCOM 253   |
|             | COMM 419 | Organizational Communication (3), and<br>one of the following two:       | COMM 131   |
|             | MCOM 325 | Advertising Copywriting (3)  | MCOM 214   |
|             |          | or   |  |
|             | MCOM 255 | Newswriting (3)  | MCOM 101 and ENGL 102                                |
| <b>IV.</b>  | MCOM 453 | Strategic Public Relations and Integrated<br>Communication Campaigns (3) | MCOM 253 and MCOM 357<br>(Not open to PMCO students) |

### B. Additional Required Courses (6 units): May be taken at any time with satisfactory prerequisites

- |          |                                 |                                       |
|----------|---------------------------------|---------------------------------------|
| MCOM 350 | Media Law (3)                   | MCOM 101 and junior/senior standing   |
|          | or                              |                                       |
| MCOM 433 | Media Ethics (3)                | MCOM 101 and junior/senior standing   |
|          | and                             |                                       |
| MCOM 490 | Mass Communication Research (3) | Majors & minors only, senior standing |

### C. Electives (9 units): May be taken at any time with satisfactory prerequisites

- |          |                                   |   |
|----------|-----------------------------------|---|
| MCOM 460 | Internship (1-6)                  | MCOM 253, junior/senior<br>3.0 GPA in major, 2.75 GPA overall |
| MCOM 451 | PR for Nonprofit Organization (3) | MCOM 357  |
| MCOM 459 | Professional Issues in PR (3)     | MCOM 453, MCOM 447 or COMM 419                                |

Or any other courses listed in the catalogue under electives. Students are strongly encouraged to take courses outside the track.

\*Prerequisite requirements are subject to change. Students are required to follow the most up-to-date prerequisite requirements.

## **PUBLIC RELATIONS**

### **TRACK ELECTIVES**

Students may choose from the following and from any courses not already chosen in the required course section.

The following groupings are to help students in their selection of electives.

#### ***Strategic Public Relations & Integrated Communication***

MCOM 451 – Public Relations for Nonprofit Organizations

MCOM 459 – Professional Issues in Public Relations, Advertising, and Integrated Communication

MCOM 460 – Internship in Mass Communication (1-6 credits)

MCOM 496 – Independent Study in Mass Communication (1-6 credits)

#### ***Advertising***

MCOM 214 – Principles of Advertising

MCOM 323 – Advertising Media Planning

MCOM 440 – Advertising Media Sales

MCOM 443 – International Advertising

MCOM 445 – Corporate or Institutional Advertising

MCOM 447 – Advertising Campaigns

#### ***Journalism***

MCOM 100 – Using Information Effectively

MCOM 356 – Feature Writing

MCOM 358 – News Editing

MCOM 359 – Magazine Publishing

MCOM 383 – News Reporting

MCOM 391 – Photojournalism I

MCOM 407 – Writing for New Media

MCOM 415 – Mass Media Graphic

MCOM 431 – Public Opinion and the Press

#### ***Media Analysis***

MCOM 352 – Media Criticism

MCOM 385 – Mass Media and Society

MCOM 411 – Communication Process

#### ***Communication Studies***

COMM 215 – Interpersonal Communication

COMM 303 – Advanced Public Speaking

COMM 304 – Persuasion

COMM 315 – Business and Professional Communication

COMM 331 – Advocacy and Argument

COMM 378 – Intercultural Communication

COMM 422 – Conference and Meeting Management

## **CERTIFICATE IN STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATION**

Students completing a Mass Communication major in the Strategic Public Relations and Integrated Communication track are eligible for a departmental *Certificate in Strategic Public Relations and Integrated Communication* by having a GPA equivalent of 3.00 or higher in the track courses taken at TU and by completing MCOM 460 Internship in Mass Communication. Students need to apply for the certificate at the time of graduation.

## CERTIFICATE IN MARKETING

The Marketing Interdisciplinary Specialization for Mass Communication requires completion of the Mass Communication major in the Public Relations or Advertising Track and 15 units as listed below. Students completing this specialization will receive a departmental *Certificate in Marketing* by having a grade equivalent of 2.00 or higher in each required course below. Students need to apply for the certificate at the time of graduation.

### **Marketing Specialization**

MKTG 341 Principles of Marketing (3)  
MKTG 425 Buyer Behavior Analysis (3)  
MKTG 445 International Marketing (3)

*And two from the following:*

MKTG 345 Advertising Management (3)  
MKTG 347 Services Marketing (3)  
MKTG 351 Sales Management (3)  
MKTG 355 Retailing Management (3)  
EBUS 311 Principles of e-Business (3)

## CERTIFICATE IN SPORTS COMMUNICATION

Students completing the Mass Communication major in the Strategic Public Relations and Integrated Communication track are eligible for a departmental *Certificate in Sports Communication* if they fulfill the following (12 units):

Complete the SPRIC requirements.

Take and pass with a grade of C or better the following courses:

KNES 353 Sport and Society (3)  
KNES 355 Psychology of Sport (3)  
KNES 441 The American Woman in Sport (3)  
KNES 451 History of American Sport (3)

## COMBINED MAJOR IN MASS COMMUNICATION AND POLITICAL SCIENCE

Students electing to major in both Mass Communication and Political Science must complete the requirements for both majors. Following the outline below, students can complete the two majors with 60 units of Mass Communication and Political Science courses. Completing these two majors separately requires a minimum of 72 units (36 units in each major).

### **1. Political Science**

- A. Required Core Courses (15 units – see the Department of Political Science)
- B. Elective Courses in Political Science (21 units)

Note: The Department of Political Science will accept two of the following mass communication courses (6 units) toward fulfillment of the electives in the Political Science major:

MCOM 350	Media Law (3)
MCOM 352	Media Criticism (3)
MCOM 385	Mass Media and Society (3)
MCOM 431	Public Opinion and the Press (3)
MCOM 433	Media Ethics (3)

## 2. **Mass Communication**

- A. Required Core Courses (9 units)
- B. Required Track Courses (12 units)
- C. Required Professional Skills Writing Courses (6 units)
- D. Electives (9 units)

Note: The Department of Mass Communication and Communication Studies will accept two of the following political science courses (6 units) toward fulfillment of the electives in the Mass Communication major:

POSC 301	Political Research I (3)
POSC 340	Comparative Public Policy (3)
POSC 375	Public Administration (3)
POSC 381	Presidency (3)
POSC 383	Congress (3)
POSC 417	Political Parties (3)
POSC 459	Simulation and Games (3)
POSC 470-479	Special Topics (3)*

\*Topic to be approved by the Department of Mass Communication and Communication Studies.

## **COMBINED PROGRAMS - ELECTRONIC MEDIA & FILM AND COMMUNICATION STUDIES**

Students who wish to minor in Mass Communication and major in either Electronic Media and Film or Communication Studies may apply up to 6 units simultaneously toward fulfillment of both major and minor.

### **Transfer Credit Policy**

The department will accept up to 9 units of compatible transfer courses toward the minor.

## **MINOR IN MASS COMMUNICATION**

The Mass Communication minor requires 24 units: 9 units in core courses, 6 units in approved writing courses, 9 units in upper-division electives. Details are available in the undergraduate catalog and in the main office.

### **Required Core Courses (9 units)**

MCOM 101	Introduction to Mass Communication (3)
MCOM 350	Media Law (3)
	<i>or</i>
MCOM 433	Media Ethics (3)
MCOM 490	Mass Communication Research (3)

### **Required Professional Skills Writing Courses (6 units)**

MCOM 255	Newswriting
MCOM 325	Advertising Copywriting (3)
MCOM 356	Feature Writing (3)
MCOM 357	Public Relations Writing (3)
MCOM 383	News Reporting (3)
MCOM 409	Literary Journalism (3)

## **Electives (9 units)**

Any upper-division courses listed under electives for the major.

Note: No more than 3 units of independent study and/or internships can be applied toward the Mass Communication minor.

## **INTERNSHIP PROGRAM GUIDELINES**

The department has a highly successful internship program. Students who meet the requirements for participation are encouraged to consider taking an internship.

You are eligible for an internship when you meet the following academic requirements:

- Earned credits: 60 or more (junior/senior status)
- Overall GPA: 2.75 or higher
- Major GPA: 3.0 or higher
- MCOM students: Acceptance into the major (NOT Pre-MCOM status)
- COMM students: Declared major in Communication Studies
- Successful completion (C or better grade) of the “gateway” course in the track or major in which you want to earn internship units. The courses are:
  - Advertising track: **Principles of Advertising** (MCOM214)
  - Public Relations track: **Principles of Public Relations** (MCOM253)
  - Journalism track: **Newswriting** (MCOM255)
  - Communications Studies major: completion of **12 units in Communication Studies**

The internship worksite must be approved by the appropriate unit coordinator.

## **STUDY ABROAD**

The Study Abroad Office at Towson University provides all Towson students with high quality international academic opportunities that allow them to develop knowledge and skills needed to become productive and successful members of the global community.

TU students can choose from study abroad programs worldwide and many are open to students from outside Towson University. Instruction is in a wide range of languages, including many options in English. Program participants earn Towson University credits for the work they complete abroad. Financial aid and scholarships are available.

Study abroad is a rewarding, life-transforming experience that is an integral part of any academic program!

## **MASS COMMUNICATION/COMMUNICATION STUDIES MINIMESTER PROGRAM** **CORPORATE COMMUNICATION IN SCOTLAND**

Earn three upper-level credits and experience the beauty, excitement, and lifestyle of cosmopolitan Edinburgh and the rural beauty of the Scottish Highlands. The program will be based at [Napier University](#).

The course provides an analysis of corporate communication strategies in Scotland used in developing internal and external communication plans. Scotland's emergence as a significant global economic environment will

be examined. Guest lectures will be presented by experts in management techniques, recruitment and retention, and strategic public relations. Excursions to related enterprises and facilities are a major focus of this course. Open to both graduates and undergraduates in all majors.

The program will be based in downtown Edinburgh and features a guided tour of historic Edinburgh, field trips to Glasgow, Inverness, and historic Stirling Castle and the Wallace Monument.

### **TU LONDON INTERNSHIP PROGRAM**

Spend a semester in London - one of the liveliest and most cosmopolitan cities in the world. Towson University students are invited to participate on the University of Maryland College Park program in London.

**Academic Program:** Students take classes at the University of Maryland's study center at Birkbeck College. All University of Maryland courses have been designed exclusively for the program and are taught by British faculty. Focused primarily on the city of London, the courses make frequent use of London's ample resources.

**Internship Placement:** Students can also elect to complete a 3-unit internship related to their major field of study. Students work two days a week and complete an accompanying work placement course.

### **DEPARTMENTAL SCHOLARSHIPS**

The Mass Communication and Communication Studies department is fortunate in being able to offer its majors a number of scholarship possibilities.

The Patrick J. O'Connell Memorial Scholarship is available for Mass Communication students with a special interest in broadcast journalism, journalism, advertising or public relations. Other scholarships include the Eddie Ballard Award for Journalism, the Richard T. Bolan Scholarship, the Chrystal M. Clifford Memorial Scholarship, the Sam Lacy Sports Communication Scholarship, the Murfin Scholarship, the O'Connor Radio Broadcasting Scholarship, the Jamie Parker Memorial Scholarship, the George Rogers Jr. Memorial Scholarship, the Elizabeth Wainio Memorial Scholarship, the Public Relations Society of America Scholarship and speech and debate program scholarships. For scholarship information and deadlines, contact the department scholarship coordinator.

### **COMMUNICATION STUDIES AND MASS COMMUNICATION STUDENT ORGANIZATIONS**

The Department supports the following student organizations:

**Forensics/Pi Kappa Delta** – The forensic program offers students educational and competitive opportunities in public speaking and debate. Students may engage in debate on the national topic, or participate in a wide variety of individual speaking events (including persuasion, performance of literature, impromptu, and informative speaking.) For further information, contact Darren Goins, 4-2888, [dgoins@towson.edu](mailto:dgoins@towson.edu).

**Lambda Pi Eta** - The honor society is open to eligible COMM and MCOM majors. Lambda Pi Eta recognizes, fosters, and rewards outstanding scholastic achievement; stimulates interest in the field of communication; and encourages professional development. For further information, contact Kristen Eichhorn, 4-3195, [keichhorn@towson.edu](mailto:keichhorn@towson.edu).

**American Advertising Federation** – The American Advertising Federation chapter is for students who are interested in advertising and who want a direct link to the “real world” of advertising. The AAF invites outside speakers, promotes agency tours and other networking opportunities with professionals in the community, and participates in the National Student Advertising Competition. For further information, contact Kwangmi Kim, 4-3194, [kkim@towson.edu](mailto:kkim@towson.edu)

**Public Relations Group** – The Public Relations Group is a student-run organization that serves as an umbrella organization for the Public Relations Student Society of America and the student chapter of the International Association of Business Communicators. The group hosts special meetings with guest speakers, helps members prepare resumes and professional portfolios, conducts pro-bono campaigns for agencies, and encourages its members to attend professional meetings and conferences. For further information, contact Les Potter, 4-3235, [lpotter@towson.edu](mailto:lpotter@towson.edu).

**Society for Professional Journalists** – The group becomes better prepared to enter their chosen fields through regularly scheduled meetings to hear professionals from the field of journalism. For further information, contact Sandy Nichols, 4-3761, [slnichols@towson.edu](mailto:slnichols@towson.edu).

**Speech and Debate Team** – The team values education over competition and celebrates its involvement with the Baltimore Urban Debate League. Together students who take part in individual events competition and policy debate are giving back to communities from which they came. For further information, contact Darren Goins, 4-2888, [dgoins@towson.edu](mailto:dgoins@towson.edu).

### **HONORS PROGRAM**

Through its departmental honors program, the mass communication faculty recognizes students for academic excellence. Mass Communication majors with an overall GPA of 3.25 and a 3.50 in the major are eligible to participate in the program. To graduate with honors in Mass Communication, students must complete 6 units in MCOM Independent Study and MCOM 499 Honors Thesis. In addition, the student is required to make an oral presentation to the Thesis Committee, which is open to the public. At graduation, students will be recognized for honors both on the diploma and permanent transcript. Students interested in departmental honors should consult with the department's honors coordinator no later than the first term of their junior year.

### **GRADUATE PROGRAMS**

The department offers a master's degree in Communication Management, and a Graduate Certificate in Strategic Public Relations and Integrated Communication. Both programs focus on both internal and external organizational communication, including employee communication, public relations and integrated communication. Both programs seek to help students gain the knowledge, skills, and abilities required to research, plan implement and evaluate communications activities designed to achieve organizational goals.

**Graduate Certificate in Strategic Public Relations and Integrated Communication** – This program consists of five courses that are taken with a cohort, a group of students who will take these courses together. Certificate students make a commitment to complete this set of courses within their cohort within one academic year. Earn the certificate and you are well on your way to earning the Masters.

**Master of Science in Communication Management** – After completing the certificate requirements, master's candidates take an additional 15 hours of electives and complete a six-credit thesis or directed research project. Eligible students in this program earn both the Graduate Certificate in Strategic Public Relations and Integrated Communication and the Master of Science in Communications Management.

### **ACADEMIC INTEGRITY**

The Department of Mass Communication and Communication Studies takes very seriously issues of academic integrity. Cheating and plagiarism are not tolerated in our classrooms. The penalties for academic dishonesty can vary significantly; the faculty has a great deal of discretion in applying those penalties. A copy of our policy is found here and also is attached to all course syllabi. It is imperative that students understand these elements of academic integrity and the department's insistence on imposing sometimes severe penalties for violating these

standards. If there are elements of the policy you do not understand, ask your instructor for clarification. This is an important but complex subject. In the end all work submitted under your name must have been created by you.

Plagiarism: The Department of Mass Communication and Communication Studies adheres to the following policy regarding plagiarism:

1. Any words or images taken directly from another source (including the Internet) must be footnoted or cited and in quotation marks. Similarly, in oral presentations, attributions must be clear.
2. Any ideas derived from a source not in the public domain or of general knowledge must be clearly attributed.
3. Any paraphrased material must be footnoted or cited. In oral presentations, attributions must be clear.
4. All papers and presentations must be the student's own work. Submission of papers or presentations authored by others, even with their consent, constitutes plagiarism.

Any student found plagiarizing in any of the above ways will receive an automatic "F" for the assignment and may receive an "F" for the course. Documented evidence of the plagiarism will be kept in the department office, and will be reported to the Office of Judicial Affairs.

Any student discovered soliciting others to write a paper, speech, test, or other assignment for that student will receive an automatic "F" for the course.

There are ambiguities in concepts of plagiarism. Faculty will be available for consultation regarding any confusion a student may have.

Most students are careful to avoid blatant plagiarism, the unacknowledged copying of exact words or the source. However, students must also be aware that the concept of plagiarism extends not only to working but to patterns or sequences of ideas. If you paraphrase without acknowledgement, using the same sequence or structure as the original author, then you are plagiarizing.

Students have the right to appeal a charge of plagiarism. An appeal starts with the chairperson of the department.

Cheating: The Department of Mass Communication and Communication Studies has adopted the following policy regarding cheating:

ANY STUDENT CAUGHT CHEATING ON ANY QUIZ OR EXAM WILL RECEIVE A MINIMUM OF AN "F" ON THE QUIZ OR TEST AND A MAXIMUM OF AN "F" FOR THE COURSE.

### **RECOGNITION OF OUTSTANDING STUDENTS**

Each spring Mass Communication and Communication Studies Professors are asked to nominate outstanding students who they have taught during the year. The students who have been nominated are notified by mail. They are invited to a congratulatory dinner and awards ceremony. The selected students are encouraged to invite their family and friends to celebrate with them.

At the awards ceremony the outstanding students in the department are presented with a gift in appreciation of their accomplishment. This event comes at the end of the academic year and gives students and faculty the opportunity to celebrate the academic achievement of the previous year. Students and faculty always have a great time.

## **FREQUENTLY ASKED QUESTIONS**

1. How do I apply for the Mass Communication Major?

Applying for the mass communication major is a two-step process.

First, students need to complete a “Change of Major” form. This form declares the student’s major, track and minor. You can complete this form on-line. This is the link: <http://onestop.towson.edu/declaring.asp>.

Second, Mass Communication is a screened major. This means that students need to complete requirements outlined in this handbook and in the catalog for the year you were admitted to Towson. Students who came to Towson with a 2002 – 2003 catalog require a minimum average of 2.33 in the PMCO screening classes to get into the major. Students who came to Towson with a 2003 – 2004 catalog and after require a 3.00 in the PMCOM screening classes. The three screening classes are Writing for a Liberal Education, ENG 102; Fundamental of Speech Communication, COMM 131; and Introduction to Mass Communication, MCOM 101. The Mass Communication department also considers the overall GPA. Applications to the major are reviewed quarterly (January 15, March 15, June 15 and October 15). Students are notified of the decision of the Executive Committee. Also, enrollment services will be informed so the major will change from pre-MCOM to MCOM on the student’s transcript. .

2. How do I get an internship?

The Department has an internship packet which provides detailed information about the internship process in the Mass Communication and Communication Studies Department. Request a packet from the MCCA department, Media Center, room 114. You must be registered to earn internship credit.

3. How many units (credits) can I take in one semester?

In the fall and spring, students must take 12 units to be considered a full-time student. Most students take about 15 units in order to graduate in 4 years with 120 units. Students can carry a unit load of 19 units if they have a 2.0 average and students who have at least a 3.25 cumulative GPA based on at least 30 units taken at Towson may register for 20 units. Students can take 6 units in the minimester and a maximum of 15 units in all the summer sessions combined. Prerequisites are enforced for all courses including Summer and Minimester courses. It is suggested that you consult with you advisor to see how summer and minimester classes fit into your academic plan.

4. When do I apply for graduation?

The graduation office asks students to apply about 10 month before you plan to graduate. For example, if you plan to graduate in May, apply on-line in the September of your senior year. The graduation office suggests you meet with your advisor to review your degree progress report to be sure all of your requirements are complete.