
SUBJECTS AND COURSES

COURSE DESCRIPTIONS - MASS COMMUNICATIONS (MCM)

MCM 100 Intro to Mass Communication

This course provides the student with general study of mass communication and journalism. This course includes theory, development, regulation, operation, and effects upon society.

3 Credit Hours

MCM 102 Writing for the Mass Media

Introduction to the technique, form, style, and content of writing for the mass media, with attention to the various formats used in journalism, telecommunications, advertising, public relations and Internet communications. (Sp) **3 Credit Hours**

MCM 230 Survey of Advertising

This course includes instruction in the structure and functions of the advertising agency and the elements of effective advertisement.

NaN Credit Hours