

# Mass Media

## Mass Media/Social Media

Associate of Arts Degree (Transfer)  
Sioux City Campus

### Mass Media Program Overview

The Mass Media program is designed for the student who plans to pursue a career in entry-level positions with mass media outlets or continue on to a four-year college with a mass communications major or minor. This program encompasses study in the history of mass media, news writing, photography, public relations and graphic design.

Graduates will be able to seek opportunities in a wide-ranging field of media publication, digital communication and production, demonstrating the skills necessary to work with converging media technologies, for a widely divergent global community. (Bureau of Labor Statistics, 2008-2009)

Students can select from any of the following Suggested Plans of Study; Journalism, Corporate Communication and Broadcast Communication.

### Social Media

Social Media is a new two-year degree program for Fall 2011, pending state approval.

Through the Mass Media program, students are able to enroll in courses associated with Social Media. Course content includes an overview of what social media are, the various social media channels and tools, the capabilities and applications of these tools and the implications of this new media for the consumer and for industry. These courses can be used to enhance any of the existing Mass Media Suggested Plans of Study or taken independently.

### Journalism Suggested Plan of Study

Course #	Title	Credits
MMS 101	Mass Media .....	3
CSC 110	Introduction to Computers .....	3
MAT 121	College Algebra .....	4
SPC 112	Public Speaking .....	3
ENG 150	Fundamentals of English Grammar .....	3
MMS 125	Layout and Design for Mass Media .....	3
ENG 105	Composition I .....	3
ART 186	Digital Photography .....	3
	Science Elective .....	4
	Humanities Elective .....	3
JOU 120	Beginning Newswriting .....	3
ART 101	Art Appreciation <b>OR</b>	
MUS 100	Music Appreciation .....	3
ENG 106	Composition II .....	3
	Social Sciences Elective .....	3
	Behavioral Sciences Elective .....	3
JOU 123	Intermediate Newswriting .....	3
PHI 105	Introduction to Ethics .....	3
DRA 112	American Film <b>OR</b> other Humanities elective .....	3
	Science Elective <b>OR*</b> Social Sciences Elective <b>OR</b>	
	Behavioral Sciences Elective .....	6
	<i>* Must have two of the three above electives</i>	
MMS 932	Internship <b>OR</b>	
MMS 941	Practicum .....	2
<b>Total Credits .....</b>		<b>64</b>

### Program Advisors

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Ralph Swain, MA, Division Chair  
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### Corporate Communication Suggested Plan of Study

Course #	Title	Credits
MMS 101	Mass Media .....	3
CSC 110	Introduction to Computers .....	3
ART 121	2-D Design .....	3
SPC 112	Public Speaking .....	3
ENG 150	Fundamentals of English Grammar .....	3
MMS 125	Layout and Design for Mass Media .....	3
MMS 132	Writing for Mass Media .....	3
ENG 105	Composition I .....	3
ART 186	Digital Photography .....	3
	Science Elective .....	4
MAT 121	College Algebra .....	4
ART 101	Art Appreciation <b>OR</b>	
MUS 100	Music Appreciation .....	3
ENG 106	Composition II .....	3
	Social Sciences Elective .....	3
	Behavioral Sciences Elective .....	3
PHI 105	Introduction to Ethics .....	3
MKT 110	Principles of Marketing .....	3
SPC 122	Interpersonal Communication .....	3
	Science Elective <b>OR*</b> Social Sciences Elective <b>OR</b>	
	Behavioral Sciences Elective .....	6
	<i>* Must have two of the three above electives</i>	
MMS 932	Internship <b>OR</b>	
MMS 941	Practicum .....	2
<b>Total Credits .....</b>		<b>64</b>

### Broadcast Communication Suggested Plan of Study

Course #	Title	Credits
MMS 101	Mass Media .....	3
CSC 110	Introduction to Computers .....	3
MAT 121	College Algebra .....	4
SPC 112	Public Speaking .....	3
ENG 150	Fundamentals of English Grammar .....	3
MMS 125	Layout and Design for Mass Media .....	3
MMS 132	Writing for Mass Media .....	3
ENG 105	Composition I .....	3
ART 186	Digital Photography .....	3
	Science Elective .....	4
MMS 105	Audio Production .....	3
ART 101	Art Appreciation <b>OR</b>	
MUS 100	Music Appreciation .....	3
ENG 106	Composition II .....	3
	Social Science Elective .....	3
	Behavioral Sciences Elective .....	3
MMS 130	Video Field Production .....	3
PHI 105	Introduction to Ethics .....	3
DRA 112	American Film <b>OR</b> other Humanities Elective	
	Science Elective <b>OR*</b> Social Sciences Elective <b>OR</b>	
	Behavioral Sciences Elective .....	6
	<i>* Must have two of the three above electives</i>	
MMS 932	Internship <b>OR</b>	
MMS 941	Practicum .....	2
<b>Total Credits .....</b>		<b>64</b>

# Mass Media/Theatre

## Mass Media/Theatre Cooperative Program

WITCC: Associate of Arts Degree (Transfer)–Sioux City Campus  
 University of South Dakota: BFA in Design and Technology;  
 BFA in Acting; BFA in Musical Theatre; BFA in Theatre

### Program Specifics

The Mass Media cooperative program in theatre connects the WITCC curriculum with four different bachelor degree programs at nearby University of South Dakota. This two-year program will lead to a bachelor of fine arts degree in design and technology, acting, musical theatre, or theatre. At the community college level students in this program will take courses in technical drawing, art history, music appreciation, public speaking, drawing, drafting and design, and introduction to theatre, as well as complete their general education core.

In a reciprocal agreement, enrolled theatre cooperative students will receive free tickets to all USD theatre performances.



### Program Advisors

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USD: Tim Case  
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### Suggested Plan of Study Mass Media/ Theatre Cooperative Curriculum

Course #	Title	Credits
*ART 133	Drawing .....	3
*DRF 113	Fundamentals of Technical Drawing .....	3
ENG 105	Composition I .....	3
MAT 121	College Algebra .....	4
DRA 101	Introduction to Theatre .....	3
DRA 166	Entertainment Drafting and Design .....	3
ENG 106	Composition II .....	3
CSC 110	Introduction to Computers .....	3
SPC 112	Public Speaking .....	3
DRA 112	American Film .....	3
ART 203	Art History I .....	3
MUS 100	Music Appreciation .....	3
DRA 130	Acting I .....	3
	Social/Behavioral Sciences Core Elective .....	3
	Math/Science Core Elective .....	4
ART 204	Art History II .....	3
PHI 105	Ethics .....	3
PSY or SOC	Core Elective .....	3
DRA 947	Practicum .....	2
	Science Core Elective .....	3
HIS	History Core Elective .....	3

**TOTAL DEGREE CREDITS ..... 64**

\* Design and Technology BFA requirement; otherwise, select an approved elective course.

Sections of shading above indicate groups of courses that could be taken during the same semester if a full-time student is academically ready for all courses.

See course descriptions in the back of the catalog for more detailed information about course prerequisites and co-requisites.

Please see an advisor to ensure correct course sequence.