

SCHOOL OF GLOBAL JOURNALISM AND COMMUNICATION



DeWayne Wickham, Dean
Carl T. Hyden, Associate Dean
Rodney Carveth; Director of Graduate Studies

MISSION

"We wish to plead our own cause. Too long have others spoken for us"

When Samuel Cornish and John B. Russwurm wrote these words nearly two centuries ago in *Freedom's Journal*, this nation's first black newspaper, the voices they wanted to empower belonged to an enslaved people.

Today, the mission of Morgan State University's School of Global Journalism and Communication is to give voice to a broader group of people – people who struggle to contribute to the public discourse that shapes this nation and the world. We serve this cause with innovative teaching, cutting edge research and exemplary service to Maryland, our nation and the world.

Our goal is to add to the diversity of thoughts, opinions and beliefs by offering students from a wide range of backgrounds the liberal arts education and skills training they need to effectively communicate ideas – to plead their own causes, or to accurately tell the stories of others.

In our global school, students travel the world in their classes and assignments without leaving the campus. They also see the world through their interactions with our partner programs at universities in distant lands – and they are offered opportunities to travel abroad.

Great advances in technology have turned the world into a global village. The goal of our school is to make our graduates effective communicators in every way – and in every corner of this village.

DEGREE PROGRAMS

The School of Global Journalism and Communication offers three degree programs leading to the Bachelor of Science degree. Those programs are:

Multimedia Journalism
Multiplatform Production
Strategic Communication

Students will find specific requirements for these degree programs in the appropriate sections for the

departments in the School of Global Journalism and Communication.

ADMISSION TO DEGREE PROGRAMS

Students who meet the admission requirements of the university are eligible for admission to degree programs in the School of Global Journalism and Communication. Unless specifically prohibited by university regulations, students should declare their majors as early as possible and should contact the appropriate department for further direction and academic advice.

RETENTION IN DEGREE PROGRAMS

In order to remain in good standing as majors in degree programs in the School of Global Journalism and Communication, students must meet the university's standards for satisfactory academic progress, as outlined under Academic Policies in the University's catalogue. When students are placed on probation by the university's standards or attain less than a 2.0 average in the major, they also are placed on probation in the major. Probationary students are limited in the number of credit hours they may pursue in a semester. They must repeat courses that are required for their majors if they have earned grades of D or F, and they may be required by the department to report more frequently for faculty advising and to limit the kinds of courses in which they enroll. Students who are dismissed from the University for unsatisfactory progress also are dismissed as degree candidates in their majors. Readmission to the university constitutes readmission as a degree candidate in the major.

ACADEMIC ADVISING

Academic advising is an important part of students' undergraduate educations. In the School of Global Journalism and Communication, students must regularly meet with their academic advisers as a requirement for retention in the major. The Academic and Career Advising Coordinator assigns students to faculty advisers after they are admitted as majors in one of the degree programs in the SGJC. Students are required to meet with their academic advisers a prescribed number of times per semester, depending on their classification and/or their academic standing.

REQUIREMENTS FOR GRADUATION

Students earning degrees in the School of Global Journalism and Communication must meet the

following graduation requirements:

(1) GENERAL EDUCATION REQUIREMENTS:

In order to qualify for graduation, students must complete the courses outlined as “General Education Requirements” and “Requirements for Graduation” in the university catalog.

(2) MAJOR REQUIREMENTS: In order to qualify for graduation, students must complete the requirements specified in the programs in which they are majoring.

(3) REQUIRED AVERAGE: In order to qualify for graduation, students must have earned a cumulative average of 2.0 or better, must have a major average of 2.0 or better and must have no outstanding grades below “C” in the major (which includes all required and elective courses taken in the major and all required supporting courses).

(4) JUNIOR- AND SENIOR- LEVEL COURSES:

In order to qualify for graduation, students must have taken two-thirds of all of their junior- and senior-level (300 and 400 level) requirements in the major at Morgan State University, and must complete their last thirty hours at the University, unless granted prior written permission by the Dean to take courses elsewhere.

SGJC-WIDE POLICIES

(1) INDEPENDENT STUDY: In the School of Global Journalism and Communication, a course shall not be taught by independent study if it is on the schedule for that semester. In addition, a course shall not be offered on an independent study basis to a student who has previously taken that course in the usual manner and who has not earned a passing grade, or if the course is in the student’s major, a grade of “C” or better.

Independent study for a course will be authorized only when the regularity of its being offered does not permit students to complete program requirements in a timely fashion and only when the plan of study proposed for the independent study clearly does not compromise the knowledge and skills that students would attain when taking the course by regular attendance.

(2) TAKING COURSES AT OTHER INSTITUTIONS:

Once students have been admitted to disciplines in the SGJC at Morgan State University, they may not take courses at other institutions for the purpose of transferring them to Morgan without prior written permission from the Dean of the School of

Global Journalism and Communication. Once that permission has been given, students may transfer credits, but not grades, for those courses to Morgan. As a general rule, the School of Global Journalism and Communication does not grant permission for students to take a course at another institution if they have taken and failed the same course at Morgan, or if the course is in the student’s major, a grade of “C” or better. In addition, it does not permit students to take courses at another institution if the same courses are being offered at Morgan during that semester or session.

(3) EXCESS CREDITS: The School of Global Journalism and Communication adheres strictly to the university policy concerning granting permission to take excess credits during any semester. It does not make exceptions for the purpose of enabling seniors to be graduated. The SGJC grants permission to pursue excess credits (maximum of three credits) only to students with cumulative averages of 3.0 or higher at Morgan.

(4) STATUTE OF LIMITATIONS ON TRANSFER EVALUATIONS:

Transfer students admitted to a program in the School of Global Journalism and Communication must appeal the evaluation of their transfer credits within one (1) year of the date on which the transfer evaluation is issued to them. After that date, the evaluation becomes permanent, and it may not be challenged later for the purpose of meeting requirements for graduation.

(5) REPEATING COURSES TRANSFERRED TO THE UNIVERSITY:

Students who repeat at Morgan courses for which they have been given transfer credit will automatically lose those corresponding transfer credits. Once the course has been taken at Morgan, it will not be expunged from the record.

(6) FAMILIARITY WITH ACADEMIC POLICIES:

In the School of Global Journalism and Communication, students are held responsible for being knowledgeable of published policies and procedures at the university. Under no circumstances will ignorance of published policies and procedures be accepted as a reason for making exceptions to them.

Course Offerings:

The following courses are offered by the School of Global Journalism and Communication:

COURSE DESCRIPTIONS FOR CORE COURSES REQUIRED FOR ALL MAJORS IN THE SGJC

ORSJ 101- Freshman Orientation for School of Global Journalism & Communication Majors - One hour; one credit - This course introduces students to the expectations and demands of higher education, to the legacy and tradition of Morgan State University, to college survival strategies, to the academic requirements for the programs in the School of Global Journalism & Communication and to the array of career opportunities in the journalism, production and strategic communication fields. Students enrolled in this class are required to attend all University convocations and other prescribed extra-curricular activities. They are also required to hold conferences with their academic advisors in order to pass the course. Students transferring 24 or more credits to the University when admitted are exempted from this requirement. (FALL)

COMM 201 – Fundamentals of Writing for Multiplatform Journalism – Three hours; 3 credits – This course introduces students to writing in a professional environment and to the styles of writing for various mass media platforms. As a result, assignments will introduce the fundamentals of reporting and newsgathering and serve as an overview of basic journalistic writing and visual storytelling. This course must be taken in the same semester with COMM 202 – Introduction to Multiplatform Production. [Formerly COMM 102] **Prerequisites:** ENGL 101 and ENGL 102 passed with a grade of “C” or better. **Co-Requisite:** COMM 202 (FALL/SPRING)

COMM 202 – Introduction to Multiplatform Production Three hours; 3 credits – This course will introduce students to the skills they will need to produce multimedia, multiplatform packages for use in reporting stories and conducting communications campaigns. Students will learn the basics of camerawork, audio recording and editing for the various media. This course must be taken in the same semester with COMM 201 – Fundamentals of Writing for Multiplatform Journalism. **Prerequisites:** ENGL 101 and ENGL 102 passed with a grade of “C” or better. **Co-Requisite:** COMM 201 (FALL/SPRING)

COMM 203 – Media Literacy in a Diverse World – Three hours; 3 credits - This course examines mass media and the social, economic and psychological roles and impacts that they have in different societies. Emphasis will be placed on how media shape

perceptions about race, religion, gender, ability, sexual orientation, etc. Students will learn how media shape our perceptions about other nations and shape other nations’ perceptions about us. Students will also learn the roles media play in helping to shape and reflect culture and the important roles that media consumers play in the mass communication process. [Formerly BROA 200/TELC 202] (FALL/SPRING)

COMM 204 –Information Gathering and Research – Three hours; 3 credits – This course focuses on information gathering and research for media professionals. Areas of focus include critical thinking, computer search tools, writing, editing, information use, language use, interviewing, research tools, library use, government documents (including Freedom of Information Requests), business documents, human sources, etc. The course prepares students to conduct research and to assess and use information in media-related decision making. Emphasis will also be given to the ethical collection, analysis and reporting of information discovered during the research process. [Formerly COMM 200] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

COMM 240 – Digital Media – Three hours; 3 credits – This course introduces the many ways digital media affect communication in a modern world. Students gain an understanding of the unique possibilities and limitations of digital media by learning the theories, techniques, technologies and methods of storytelling on traditional and multimedia platforms. The course will examine how storytellers adapt their stories, methods and technologies for communicating their experiences to the rest of the global society. **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

COMM 314 – Global Communication – Three hours; 3 credits - Competent global communication skills lie at the heart of career success. This course provides opportunities for students to develop 21st Century skills of communicating with aptitude and clarity across and between globally connected cultures. Particular emphasis is placed on navigating increasingly interconnected and diverse work contexts that make up our world today. [Formerly SPCH 314] (FALL/SPRING)

COMM 370 – Mass Communication Law & Ethics – Three hours; 3 credits – This course covers principles and case studies in communication law, constitutional guarantees, libel, privacy, contempt, privilege, copyright and government regulatory agencies in the United States and in other nations

around the world. Attention will focus on how law and the regulatory environments are similar to and different from those in the U.S. The course will also introduce students to concepts that will help them make the ethical decisions that are involved while working as journalism, strategic communication and media production professionals. **Prerequisites:** COMM 201, COMM 202, COMM 203 and COMM 204 with a grade of “C” or better. (FALL/SPRING)

COMM 497 – Senior Media Experience – *Six hours; 6 credits* – In this course, students will apply the skills they have learned in their practically-based courses and the theory and knowledge that have learned in their classroom-based courses. Students will choose the option that matches their major area. Students in the Department of Multimedia Journalism will choose the Digital Newsroom, students in the Department of Strategic Communication will choose The Strategy Shop and students in the Department of Multiplatform Production will choose the Broadcast and Print Media Unit (i.e. BEAR TV, WMUR-Radio, *The Spokesman* and *The Promethean*). [Formerly COMM 497] **Prerequisites:** Senior Status, Completion of all SGJC Core and Required Courses in the Major with a grade of “C” or better and Approval of Advisor. (FALL/SPRING)

THE DEPARTMENT OF MULTIMEDIA JOURNALISM

Chairperson of the Department: ASSOCIATE PROFESSOR JACQUELINE JONES
Associate Professors: E. R. SHIPP
Assistant Professors: KAREN HOUPPERT; PIA JORDAN; LAMONTE SUMMERS
Lecturers: DENISE CABRERA, MILTON KENT

The Bachelor of Science degree in Multimedia Journalism is designed to ensure that students are receiving the education, skills and experiences needed to be successful journalists in the 21st Century. Like real world journalism, this program requires that students learn to write and edit for traditional journalism media as well as for digital, online media. There is focus as well on the use of social media and other new technologies for reporting the news. In addition, like real world journalism, the program requires that students learn how to record and edit audio and video material for use across all the media platforms journalists are now using on the job.

As important as classroom instruction is, students need practical, hands-on experiences in as real world a

setting as possible. They will get that experience through the Digital Newsroom, an on-campus, student-staffed and faculty-supervised news bureau. Students will develop or be assigned news stories, investigate those stories, write the stories and prepare multimedia packages that can be used across all the media.

Finally, because the world is interconnected in ways never dreamed possible in earlier decades, the major in Multimedia Journalism has an important global focus. That focus has two directions. First, students will learn about reporting on what is happening in different parts of the world in ways that recognize the diversity of the world’s nations. At least as important, students will also learn how journalists in other nations view the United States and about how that is reflected in their reporting.

GOALS

The following are the broad educational goals for the major in Multimedia Journalism:

- to increase the numbers of highly trained professional journalists, especially from among minorities and urban dwellers,
- to provide students with a knowledge of journalism history and traditions and its role in a democratic societies,
- to provide students with global perspectives about journalism and journalistic practices in nations other than the United States,
- to provide students with an understanding of journalistic ethics and with basic media law, and
- to provide students with an understanding of, and with hands-on experiences with, field reporting and editing.

LEARNING OUTCOMES

The following are the learning outcomes expected for students in the Multimedia Journalism major.

- Students will be able, under deadline, to craft compelling, accurate and ethical news stories that adhere to styles appropriate to the media for which they are writing.
- Students will be able to communicate news in multiple formats, including through mobile

devices, social media and other new technologies.

- Students will be able to demonstrate proficiency in information gathering techniques, including the wide range of digital sources that are available.
- Students will be able to demonstrate proficiency in the various techniques of presenting news stories including, but not limited to, audio/video recording and editing, print media and digital media.

Requirements for the Major in Multimedia Journalism

The Bachelor of Science degree in Multimedia Journalism requires students to complete 54 credits in the major. These include 27 credits of core courses required of all students in the SGJC along with 12 credits of required courses in the major and 15 credits of major elective courses. In addition, students must complete all General Education and University Requirements. To ensure that all Multimedia Journalism students have the opportunity to gain a genuine global perspective, six credits of the same foreign language or courses focused on global culture are required. Finally, students must also complete 18 credits of free electives from *outside* the School of Global Journalism and Communication, which should be concentrated in a single discipline.

University General Education Requirements

40 credits

University Requirements

2 credits

Subtotal Credit Hours: 42 credits

Foreign Language/Global Culture Requirement -

6 credits

Subtotal Credit Hours: 48 credits

Out of Unit Free Electives

18 credits

Subtotal Credit Hours: 66 credits

School Required Core Courses

27 credits

Subtotal Credit Hours: 93 credits

COMM 201 – Fundamentals of Multiplatform Writing

COMM 202 – Introduction to Multiplatform Production

COMM 203 – Media Literacy in a Diverse World

COMM 204 – Information Gathering & Research

COMM 240 – Digital Media

COMM 314 – Global Communication

COMM 370 – Mass Communication Law & Ethics

COMM 497 – Senior Media Experience (6 credits)

Individual Department Required Courses

12 credits

Subtotal Credit Hours: 105 credits

MMJN 202 – Reporting and Writing I

MMJN 206 – Editing

MPPD 332 – Field Production and Reporting

MPPD 360 – On-Air Performance

Individual Department Electives

15 credits

Subtotal Credit Hours: 120 credits

(Students will choose 15 credits from among the 3-credit courses listed below.)

MMJN 200 – The Black Media

MMJN 302 – Reporting and Writing II

MMJN 304 – Interviewing

MMJN 305 Feature Writing

MMJN 312 – Arts and Cultural Reporting and Writing

MMJN 313 – Sports Reporting and Writing

MMJN 320 – Community-Based Journalism

MMJN 325 – Journalism About and In the Third World

MMJN 330 – Reporting and the Social Media

MMJN 406 – Advanced Editing

MMJN 409 – International Reporting and Writing

MMJN 414 – Business and Finance Reporting and Writing

MMJN 415 – Editorial and Critical Reporting and Writing

MMJN 416 – Health, Medical and Science Reporting and Writing

MMJN 417 – Political Reporting and Writing

MMJN 418 – Free Speech and Free Media in Global Societies

MMJN 419 – Investigative Reporting and Writing

MMJN 425 – Short Form Journalism and Media Production

MMJN 426 – Multimedia Storytelling

MMJN 427 – Mobile Journalism

MMJN 450 – Producing the Newscast

MMJN 498 – Special Topics

MPPD 310 – Writing for Interactive Media

MPPD 350 – Production Practicum

SCOM 300 – Communication and the Black Diaspora

COMM 490 – Internship

MULTIMEDIA JOURNALISM COURSE

OFFERINGS

MMJN 200 – The Black Media – *Three hours; 3 credits.* Viewing black media as exemplars of advocacy, alternative and citizen journalism, and viewing students as potential information entrepreneurs, this course examines the development of journalism from an African American perspective. Its span is from the founding of *Freedom's Journal* in the 19th century to the cornucopia of 21st century information outlets: newspapers, magazines, radio, television and the Internet. [Formerly JOUR 200] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MMJN 202 – Reporting and Writing I – *Three hours; 3 credits.* This course is designed to develop the basic writing and reporting techniques used in print, broadcast and online media, including developing news concepts and writing typical news stories. The course is writing intensive and takes place largely in the classroom. [Formerly JOUR 202 and JOUR 203] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MMJN 206 – Editing – *Three hours; 3 credits.* This class will instruct students in the basics of Associated Press style and the elements of proofreading and fact-checking. Copy editing symbols and the ethics of editing will be areas of particular emphasis. [Formerly JOUR 206] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MMJN 302 – Reporting and Writing II – *Three hours; 3 credits.* This course is designed to develop more advanced writing and reporting techniques used in print, broadcast and online media. The classroom will function as newsroom, with students going out on assignment to develop and cover stories on the campus and local areas. The course is writing intensive. [Formerly JOUR 302 and JOUR 303] **Prerequisites:** COMM 201, COMM 202 and MMJN 202 with a grade of “C” or better. (FALL/SPRING)

MMJN 304 – Interviewing – *Three hours; 3 credits.* This course focuses on the craft of interviewing as a central journalistic skill. Working in a variety of formats (e.g. vox pop, press conferences and one-on-one interviews for in-depth profiles), students will engage in all phases of the process. This includes research, planning and preparation, strategic approaches, reporting and writing to produce content for traditional media and the Internet. **Prerequisites:** COMM 201, COMM 202 and MMJN 202 with a grade of “C” or better. (FALL)

MMJN 305 – Feature Writing – *Three hours; 3 credits.* The course emphasizes the writing and marketing of longer, factually based feature articles for magazines, newspapers and online media. Included are finding subjects, securing photographs, writing the articles and surveying markets. [Formerly JOUR 305] **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (SPRING)

MMJN 312 – Arts and Cultural Reporting and Writing – *Three hours; 3 credits.* The course develops the specialized writing and reporting skills needed to cover arts and cultural issues, including architecture, the visual and performing arts, literature and more. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 313 – Sports Reporting and Writing – *Three hours; 3 credits.* The course develops the specialized writing and reporting skills needed to cover professional, amateur and recreational sports activities, including using sources, interviewing sports personalities and more. Emphasis is placed on writing for general audiences. [Formerly JOUR 313] **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 320 – Community-Based Journalism – *Three hours; 3 credits.* This course focuses on uncovering, reporting on and contextualizing news at the local level, emphasizing what matters most to people on a daily basis. This means that students will spend a considerable amount of time outside the classroom, developing non-official yet influential sources for informative and empowering stories for print, broadcast and the Internet. **Prerequisites:** COMM 201, COMM 202 and MMJN 202 with a grade of “C” or better. (SPRING)

MMJN 325 – Journalism In and About Developing Nations – *Three hours; 3 credits.* This course develops and surveys the specialized writing and reporting skills needed to cover issues in and about outside the U.S., especially in Africa, the Caribbean and Latin America. Analysis of media operations under varying governmental and cultural ideologies will also be examined. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (FALL)

MMJN 330 – Reporting and the Social Media – *Three hours; 3 credits.* This course is designed to provide students with an understanding of how social

media tools relate to the practice of modern journalism, as well as the impact of the social media on societies and what happens in them, including how social media tools have been used in recent years to bring world attention to events happening in repressive societies around the world. The course will balance academic considerations and practical applications, incorporating the use of social media as relevant tools to the practice of journalism. This course will help foster the skill of applying the core principles and practices of journalism to social media in productive, creative, intelligent and ethical ways. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (SPRING)

MMJN 406 – Advanced Editing – Three hours; 3 credits. The course builds on the skills developed in JOUR 206 and extends those skills in more advanced assignments. [Formerly JOUR 406] **Prerequisites:** COMM 201, COMM 202, COMM 204, MMJN 202 and MMJN 206 with a grade of “C” or better. (SPRING)

MMJN 409 – International Reporting and Writing – Three hours; 3 credits. The course develops the specialized writing and reporting skills needed to cover international news and issues. Emphasis is placed on understanding and communicating with other cultures and writing with sensitivity toward those cultures. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (SPRING)

MMJN 414 – Business and Finance Reporting and Writing – Three hours; 3 credits. The course develops the specialized writing and reporting skills needed to cover business, finance, commerce, industry and related institutions, including the legal requirements under SEC and other federal requirements. Emphasis is placed on reporting for general audiences. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 415 – Editorial and Critical Reporting and Writing – Three hours; 3 credits. The course develops the specialized writing and reporting skills needed to research and produce opinion articles, news analysis, commentary and editorials. The assignments for this course will focus on campus, local, state, national and international issues. [Formerly JOUR 415] **Prerequisites:** COMM 201, COMM 202, COMM 204, MMJN 202 and MMJN 206 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 416 – Health, Medical and Science Reporting and Writing – Three hours; 3 credits. The course develops the specialized writing and reporting skills needed to cover health, medicine and the sciences, including policy issues, the healthcare industry and related institutions for a general audience. Emphasis is placed on understanding, analyzing and using health, medical and science related research, information and data. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 417 – Political Reporting and Writing – Three hours; 3 credits. The course develops the specialized writing and reporting skills needed to cover the political/electoral process and the federal, state and local government, social service agencies, the courts, policy organizations/think tanks, lobbyists, unions, the grassroots and more. Emphasis is placed on reporting for general audiences. **Prerequisites:** COMM 201, COMM 202, COMM 204 and MMJN 202 with a grade of “C” or better. (FALL – EVEN)

MMJN 418 – Free Speech and Free Media in Global Societies – Three hours; 3 credits. This course examines issues involving the nature and responsibilities of freedom of speech and free media, including societal and legal issues and how those issues manifest in societies around the world. Major topics may include but are not limited to political, social, religious and hate speech; violence; traitorous and subversive speech; sexual expression; nonverbal expression and privacy issues. [Formerly SPCH 415] (OFFERED AS NEEDED)

MMJN 419 – Investigative Reporting and Writing – Three hours; 3 credits. This course is designed to introduce the student to the basics of investigative reporting. Students will learn how to access federal and state documents, how to create and implement a Computer Assisted Reporting [CAR] project and the ethics and practices of investigative reporting. **Prerequisites:** COMM 201, COMM 202, COMM 204, COMM 370 and MMJN 202 with a grade of “C” or better. (OFFERED AS NEEDED)

MMJN 425 – Short Form Journalism and Media Production – Three hours; 3 credits. This course focuses on producing, writing and editing video and audio for newscasts on extremely tight deadlines for delivery on WMUR Radio, BEAR TV and other media outlets. **Prerequisites:** COMM 201, COMM 202, COMM 204, MMJN 202, MPPD 332 and MPPD 360 with a grade of “C” or better. (FALL/SPRING)

MMJN 426 – Multimedia Storytelling – Three

hours; 3 credits. This course looks at the changing climate of the practice of journalism. Television reporters have to shoot and edit their own video as well as write for the web. Print reporters must capture video, and often edit video files that are offered to the web. The course will focus on how to produce print and video versions of the same stories, which are then made available on multiple platforms. **Prerequisites:** COMM 201, COMM 202, COMM 204, MMJN 202, MPPD 332 and MPPD 360 with a grade of “C” or better. (FALL)

MMJN 427 – Mobile Journalism – *Three hours; 3 credits.* This course will teach students how to use the technology in their pockets to tell audio and video stories. The course will focus on how the field of journalism has changed through the use of new technologies, identifying the best apps to use for in-field reporting, editing files on smart phones and other technologies using available apps and using social media to distribute and promote stories. **Prerequisites:** COMM 201, COMM 202, COMM 204, COMM 240, MMJN 202, MPPD 332 and MPPD 360 with a grade of “C” or better. (FALL/SPRING)

MMJN 450 – Producing the Newscast – *Three hours; 3 credits.* This course focuses on how an audio (radio) or video (television) newscast is produced. Students will learn how to build a local newscast for their particular target audiences. **Prerequisites:** COMM 201, COMM 202, COMM 204, MMJN 202 and MMJN 206 with a grade of “C” or better. (FALL/SPRING)

MMJN 498 – Special Topics – *Three hours; 3 credits.* This course provides advanced Journalism students with an opportunity for in-depth study of a selected specialized area of journalism based upon faculty and student interest. [Formerly JOUR 498] **Prerequisite:** Permission of the Instructor. (OFFERED AS NEEDED)

COMM 490 – Internship – *Three hours; 3 credits* – This elective course provides opportunities for students to obtain supervised practical work experiences in their respective majors at an off-campus site approved by the instructor and the Department Chairperson. **Prerequisite:** Successful completion of at least 30 credits in the major. (OFFERED AS NEEDED)

MORGAN STATE UNIVERSITY
DEPARTMENT OF MULTIMEDIA JOURNALISM
BACHELOR OF SCIENCE DEGREE IN MULTIMEDIA JOURNALISM
SUGGESTED CURRICULUM SEQUENCE

FRESHMAN YEAR (FIRST SEMESTER)

XXXX – EC – General Education Requirement	3
ORSJ 101 Freshman Orientation	1
XXXX – AH – General Education Requirement	3
XXXX – MQ – General Education Requirement	3
XXXX – HH – General Education Requirement	3
<u>XXXX – IM – General Education Requirement</u>	<u>3</u>
	16

SOPHOMORE YEAR (FIRST SEMESTER)

COMM 201 Fund. of Multiplatform Writing	3
COMM 202 Intro to Multiplatform Prod.	3
COMM 203 Media Literacy/Diverse World	3
XXXX – BP – General Education Requirement	3
<u>XXXX – SB – General Education Requirement</u>	<u>3</u>
	15

JUNIOR YEAR (FIRST SEMESTER)

COMM 314 Global Communication	3
COMM 370 Mass Comm. Law & Ethics	3
MMJN 206 Editing	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (FIRST SEMESTER)

MMJN XXX Journalism Elective	3
MMJN XXX Journalism Elective	3
MMJN XXX Journalism Elective	3
XXXX Out of Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

FRESHMAN YEAR (SECOND SEMESTER)

XXXX – EC – General Education Requirement	3
XXXX – AH – General Education Requirement	3
XXXX – BP – General Education Requirement	4
XXXX – SB – General Education Requirement	3
<u>XXXX – CT – General Education Requirement</u>	<u>3</u>
	16

SOPHOMORE YEAR (SECOND SEMESTER)

COMM 204 Info. Gathering & Research	3
COMM 240 Digital Media	3
MMJN 202 Reporting & Writing I	3
XXXX – CI – General Education Requirement	3
XXXX – Out-of-Unit Free Elective	3
<u>PHEC XXX Physical Education Elective</u>	<u>1</u>
	16

JUNIOR YEAR (SECOND SEMESTER)

MPPD 332 Field Production & Reporting	3
MPPD 360 On-Air Performance	3
MMJN XXX Journalism Elective	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (SECOND SEMESTER)

COMM 497 Senior Media Experience	6
MMJN XXX Journalism Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	12

TOTAL CREDIT HOURS

120

THE DEPARTMENT OF MULTIPLATFORM PRODUCTION

Chairperson of the Department: ASSOCIATE PROFESSOR BARUTIN. KOPANO
Associate Professors: GREGORY ADAMO; JARED BALL
Assistant Professors: WELMA REDD
Instructors: BRIAN NAUGHTON

The Bachelor of Science in Multiplatform Production recognizes that in the real world, there is less and less compartmentalization in the media. The integration of the media and the proliferation of new technologies require that students learn how to “do it all.” In addition to learning how to create and produce material for traditional broadcast media, students will learn how to create and produce material for various digital and Internet-based media, including the social media.

In learning how to “do it all” students will need to have strong writing skills in addition to their strong technical skills. In their coursework, students will have to be able to develop text that will be used in the audio/video materials they will be creating and editing.

As important as classroom instruction is, students need practical, hands-on experiences in as real world a setting as possible. They will get that experience through a School of Global Journalism and Communication faculty-supervised media operation that will include, among other opportunities, WMUR (a student-staffed radio station), BEAR TV (a student-staffed television station) and an online version of the student newspaper, *The Spokesman*.

Finally, because the world is interconnected in ways never dreamed possible in earlier decades students will be exposed to how production media industries operate in other nations. This is important because students may one day work in other nations. It is also important because different cultures approach media differently and those differences affect not just the things that are created but the forms that they take. Understanding that is key to understanding how and why the United States is depicted the way it is in various nations.

GOALS

The following are the broad educational goals for the major in Multiplatform Production:

- to increase the numbers of highly trained production professionals capable of working across multiple platforms; especially from among those who are minorities and urban dwellers,
- to provide students with an understanding of the narrative capabilities of the media and the roles of those narratives in communicating information and ideas,
- to provide students with global perspectives on the influence of the media in shaping how we perceive other nations and their people and how those nations and their people perceive us,
- to provide students with an understanding of ethics and with basic communication law and how they affect choices about how narratives are presented, and
- to provide students with hands-on multiplatform production experiences.

LEARNING OUTCOMES

The following are the learning outcomes expected for students in the Multiplatform Production major.

- Students will be able, under deadline, to craft compelling, accurate and ethical narratives that adhere to styles appropriate to the media for which they are intended.
- Students will be able to communicate narratives in multiple platforms, including mobile devices, social media and other new technologies.
- Students will be able to demonstrate proficiency in information gathering techniques, including the wide range of digital sources that are available.
- Students will be able to demonstrate proficiency in the techniques of recording visual images and audio and to edit that material into multiple formats appropriate to the media for which and audiences for whom that material is intended.

Requirements for the Major in Multiplatform Production

The Bachelor of Science degree in Multiplatform Production requires students to complete 54 credits in

the major. These include 27 credits of core courses required of all students in the SGJC along with 12 credits of required courses in the major and 15 credits of major elective courses. In addition, students must complete all University General Education Requirements. To ensure that all Multiplatform Production students have the opportunity to gain a genuine global perspective, six credits of the same foreign language or courses focused on a global culture are required. Finally, students must also complete 18 credits of free electives from *outside* the School of Global Journalism and Communication which should be concentrated in a single discipline.

University General Education Requirements

40 credits

University Requirements

2 credits

Subtotal Credit Hours: 42 credits

Foreign Language/Global Culture Requirement

6 credits

Subtotal Credit Hours: 48 credits

Out of Unit Free Electives

18 credits

Subtotal Credit Hours: 66 credits

School Required Core Courses

27 credits

Subtotal Credit Hours: 93 credits

COMM 201 – Fundamentals of Multiplatform Writing

COMM 202 – Introduction to Multiplatform Production

COMM 203 – Media Literacy in a Diverse World

COMM 204 – Information Gathering & Research

COMM 240 – Digital Media

COMM 314 – Global Communication

COMM 370 – Mass Communication Law & Ethics

COMM 497 – Senior Media Experience (6 credits)

Individual Department Required Courses

12 credits

Subtotal Credit Hours: 105 credits

MPPD 230 – Media Technologies and Practices

MPPD 300 – Multiplatform Production and Editing

MPPD 310 – Writing for Interactive Media

MPPD 350 – Production Practicum

Individual Department Electives

15 credits

Subtotal Credit Hours: 120 credits

(Students will choose 15 credits from among the 3-credit courses listed below.)

MPPD 301 – Digital Audio Production

MPPD 302 – Studio Operations

MPPD 325 – Audience Ratings and Programming

MPPD 332 – Field Production and Reporting

MPPD 342 – Short Form Video Production

MPPD 360 – On-Air Performance

MPPD 410 – Audio Production for Multiplatform Production

MPPD 412 – Digital Products Development and Design

MPPD 420 – Radio Station Operations and Management

MPPD 422 – Television Station Operations and Management

MPPD 440 Multiplatform Audio Field Production

MPPD 442 – Advanced Multiplatform Production and Editing

MPPD 450 – Advanced Media Delivery and Management

MPPD 460 – Creating the Documentary

MPPD 498 – Special Topics

SCOM 300 – Communication and the Black Diaspora

COMM 490 – Internship

MULTIPLATFORM PRODUCTION COURSE OFFERINGS

MPPD 230 – Media Technologies and Practices – *Three hours; 3 credits.* This course will concentrate on the emerging technologies and tools used in the production and broadcast industries and the theories and techniques behind their use. The student will gain skills in the proper deployment, retrieval, care and handling of various types of equipment. This course will also emphasize the best practices of multimedia production, digital media asset management, website development, digital media formats and distribution technologies. **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 300 – Multiplatform Production and Editing – *Three hours; 3 credits.* In this course students will conceptualize and pre-produce multimedia pieces, then take their projects through a digital media workflow to completion. The student will become proficient in conceiving stories and

packages optimized for the visual media, television and the web, practice on-camera presentation for web and multimedia stories and learn how to organize raw material into a narrative. Stories will be completed using intermediate nonlinear post-production methods and techniques and include appropriate 2D and 3D titling and digital graphics, sequencing of digital clips, theories applied in organizing audio and video into a cohesive narrative. Information dissemination and audience building will also be covered. **Prerequisites:** COMM 201, COMM 202 and MPPD 230 with a grade of “C” or better. (FALL/SPRING)

MPPD 301 – Digital Audio Production – Three hours; 3 credits. This course covers audio production for radio, television and emerging media technologies with an emphasis on commercial and public radio news production as well as narrative and non-narrative storytelling. Students learn techniques and applications of editing and sound processing as they work under deadline to produce audio newscasts and/or podcasts. Students will be expected to build an online portfolio of their audio productions. [Formerly BROA 301] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 302 – Video Production – Three hours; 3 credits. This course will focus on the theory and application of supervising and coordinating video production in studio and field environments. The student will be introduced to the supervisory responsibilities of the producer and director as well as the responsibilities of the camera operator, sound engineer, technical director, lighting director, grip and floor manager. The organization, planning, scripting, editing and polishing of a media production will also be examined through lecture, studio work and labs. Students will perform the duties of each crewmember in the course of the semester. Upon completion, students will be able to demonstrate production skills and techniques as they relate to producing a variety of video formats. [Formerly BROA 302] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL)

MPPD 310 – Writing for Interactive Media – Three hours; 3 credits. This course explores both the mechanics of storytelling and how to convey themes through writing for visual, audio and digital media. The student will establish habits for thinking comprehensively about the critical role that multimedia methods play in engaging audiences with complex information. The student will examine the storytelling process by learning how to identify stories and engaging in the development of specific storytelling processes including voice, context,

dialogue, character, time and space. The course emphasizes how story structures change across different delivery systems and platforms. **Prerequisites:** COMM 201, COMM 202 and COMM 240 with a grade of “C” or better. (FALL/SPRING)

MPPD 325 – Audience Ratings and Programming – Three hours; 3 credits. This course explores research techniques to understand audience listening and viewing habits, preferences and choices. Using case studies, this course explores program development, acquisition, scheduling, promotion, formats and program distribution. [Formerly BROA 325] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (SPRING)

MPPD 332 – Field Production and Reporting – Three hours; 3 credits. This course is designed to give the student the ability to work collaboratively and as an individual to research, develop and produce stories and short-form multimedia packages for digital journalism and the documentary. Emphasis will be placed on the student’s ability to research, formulate questions, conduct interviews and to follow as well as to adapt a digital workflow. In-class critiques, guest speakers and on and off campus field work will be the basis for instruction. [Formerly BROA 332] **Prerequisites:** COMM 201 and COMM 202 with a grade of “C” or better. (FALL/SPRING)

MPPD 342 – Short Form Video Production – Three hours; 3 credits. This course focuses on techniques in writing, filming and producing commercials, public service announcements, promos, music videos, news and other short form media formats. The student will be taken through the pre-production process and work individually and collaboratively to theorize and conceptualize the digital workflow necessary for completion of the piece. Web-based collaboration and production applications and theory will be emphasized as well as advanced post-production, animation and 2D/3D compositing. Legal, ethical and business considerations of media production will also be explored. [Formerly BROA 342] **Prerequisites:** COMM 201, COMM 202, COMM 240, MPPD 230 and MPPD 300 with a grade of “C” or better. (FALL/SPRING)

MPPD 350 – Production Practicum – Three hours; 3 credits. This course focuses on writing, designing and directing programs for multimedia, social media and online applications. Students will work on the crews of School of Global Journalism and Communication or University-sponsored projects, gaining hands-on production experience. Emphasis will be on creating a final product, which should be of

sufficient quality that it is fit for multiplatform presentation. [Formerly BROA 350] **Prerequisites:** COMM 201, COMM 202, COMM 240, MPPD 230 and MPPD 300 with a grade of “C” or better. (FALL)

MPPD 360 – On-Air Performance – *Three hours; 3 credits.* This course will focus on the skills necessary for effective on-air performance, interviews and conversations. Particular emphasis will be placed on articulation and diction, newscast delivery, voice overs and interviewing for both the traditional media and the newly emerging media. The student will develop good interview style and practice various types of delivery for both hard and soft news. The art of the conversation will be explored both in the lab and in the field. Techniques for single camera and multi-camera presence will be included. [Formerly BROA 360] **Prerequisites:** COMM 201, COMM 202 and MPPD 230, MPPD 302 or MPPD 332 with a grade of “C” or better. (FALL/SPRING)

MPPD 410 – Audio Production for Multiplatform Production – *Three hours; 3 credits.* This course requires students to produce advanced audio projects for video and multimedia productions. This course may require studio and field recordings as well as synchronous and asynchronous recordings. [Formerly BROA 410] **Prerequisites:** COMM 201, COMM 202 and MPPD 301 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 412 – Digital Products Development and Design – *Three hours; 3 credits.* This course teaches students how to create interactive state-of-the-art Web-based applications. Students will receive hands-on experience in design and implementation of smartphone and tablet apps designed for news organizations. **Prerequisites:** COMM 201, COMM 202, COMM 204 and COMM 240 with a grade of “C” or better. (SPRING)

MPPD 420 – Radio Station Operations and Management – *Three hours; 3 credits.* This course deals with the language and concepts of broadcast radio, Internet radio and satellite radio. Students will be introduced to an overview of radio broadcast history, station organization and operations, past and present technologies, format development and career opportunities and terminology. Organization and operation of commercial and noncommercial radio will be covered. Students in this course will assume key positions at WMUR radio. [Formerly BROA 420] **Prerequisites:** COMM 201, COMM 202 and MPPD 300 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 422 – Television Station Operations and Management – *Three hours; 3 credits.* This course deals with the language and concepts of the television industry. Students will be introduced to an overview of television broadcast history, station organization and operations, past and present technologies, format development, financial structures, management theories and career opportunities and terminology. Organization and operation of commercial and noncommercial television will be covered. [Formerly BROA 422] **Prerequisites:** COMM 201, COMM 202 and MPPD 300 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 440 – Multiplatform Audio Field Production – *Three hours; 3 credits.* This course is an application of the theory and production of sound in field production. Students will use digital equipment in recording sound in news and/or documentary applications. [Formerly BROA 440] **Prerequisites:** COMM 201, COMM 202 and MPPD 301 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 442 – Advanced Multiplatform Production and Editing – *Three hours; 3 credits.* Building upon skills learned in MPPD 300 and MPPD 310, students will master the art and skill necessary to plan and produce their own series. Each item of the series must exhibit the student’s knowledge of sound design, animation, advanced editing, web-design and digital storytelling. Students will learn advanced techniques in digital cinematography, digital audio compositing, advanced support systems, live compositing and producing for various genres in science, engineering, mathematics, government and others. Special attention will be given to post-production processes, finishing techniques, file-based and digital asset management, color correction and other specialized areas of post-production. [Formerly BROA 442] **Prerequisites:** COMM 201, COMM 202, COMM 240, MPPD 230, MPPD 300 and MPPD 310 with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 450 – Media Delivery and Management – *Three hours; 3 credits.* This course examines the core areas of media operations and management. Special emphasis includes the critical-thinking and problem-solving strategies needed to own and operate a competitive media business, including current policies, economic structures and the cultural parameters of the international media market. Students will also become versed in the evolving applications of new technologies in digital media, including focuses on the creation, management and analysis of mobile applications, web and new media technologies as well as various social media. Students

will expand their knowledge and application of these concepts through a combination of individual and collaborative assignments in the School of Global Journalism and Communication. **Prerequisites:** COMM 201, COMM 202, COMM 240, COMM 370, MPPD 230, MPPD 300 and MPPD 31- with a grade of “C” or better. (OFFERED AS NEEDED)

MPPD 460 – Creating the Documentary – *Three hours; 3 credits.* This advanced course focuses on researching, writing, producing, recording and editing documentaries and longer-form journalism pieces. The course surveys documentary masterworks and the techniques and ethical challenges of the form. Students will complete a series of exercises from conceptualization through post-production and screening or distribution or will participate in a School of Global Journalism & Communication supported project, culminating in production of a short documentary. **Prerequisites:** COMM 201, COMM

202, COMM 204, COMM 240, MPPD 230, MPPD 300 and MPPD 310, or Permission of the Instructor with a grade of “C” or better. (FALL)

MPPD 498 – Special Topics – *Three hours; 3 credits.* This course provides advanced Multiplatform Production students with an opportunity for in-depth study of a selected specialized area of production based upon faculty and student interest. [Formerly BROA 498] **Prerequisite:** Permission of the Instructor (OFFERED AS NEEDED)

COMM 490 – Internship – *Three hours; 3 credits* – This elective course provides opportunities for students to obtain supervised practical work experiences in their respective majors at an off-campus site approved by the Instructor and the Department Chairperson. **Prerequisite:** Successful completion of at least 30 credits in the major. (OFFERED AS NEEDED)

MORGAN STATE UNIVERSITY
DEPARTMENT OF MULTIPLATFORM PRODUCTION
BACHELOR OF SCIENCE DEGREE IN MULTIPLATFORM PRODUCTION
SUGGESTED CURRICULUM SEQUENCE

FRESHMAN YEAR (FIRST SEMESTER)

XXXX – EC – General Education Requirement	3
ORSJ 101 Freshman Orientation	1
XXXX – AH – General Education Requirement	3
XXXX – MQ – General Education Requirement	3
XXXX – HH – General Education Requirement	3
<u>XXXX – IM – General Education Requirement</u>	<u>3</u>
	16

SOPHOMORE YEAR (FIRST SEMESTER)

COMM 201 Fund. of Multiplatform Writing	3
COMM 202 Intro to Multiplatform Prod.	3
COMM 203 Media Literacy/Diverse World	3
XXXX – BP – General Education Requirement	3
<u>XXXX – SB – General Education Requirement</u>	<u>3</u>
	15

JUNIOR YEAR (FIRST SEMESTER)

COMM 314 Global Communication	3
COMM 370 Mass Comm. Law & Ethics	3
MPPD 300 Multiplatform Prod. & Editing	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (FIRST SEMESTER)

MPPD 412 Digital Prod. Dev. & Design	3
MPPD XXX Production Elective	3
MPPD XXX Production Elective	3
XXXX Out of Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

FRESHMAN YEAR (SECOND SEMESTER)

XXXX – EC – General Education Requirement	3
XXXX – AH – General Education Requirement	3
XXXX – BP – General Education Requirement	4
XXXX – SB – General Education Requirement	3
<u>XXXX – CT – General Education Requirement</u>	<u>3</u>
	16

SOPHOMORE YEAR (SECOND SEMESTER)

COMM 204 Info. Gathering & Research	3
COMM 240 Digital Media	3
MPPD 230 Media Technologies & Practice	3
XXXX – CI – General Education Requirement	3
XXXX – Out-of-Unit Free Elective	3
<u>PHEC XXX Physical Education Elective</u>	<u>1</u>
	16

JUNIOR YEAR (SECOND SEMESTER)

MPPD 310 Writing for Interactive Media	3
MPPD XXX Production Elective	3
MPPD XXX Production Elective	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (SECOND SEMESTER)

COMM 497 Senior Media Experience	6
MPPD XXX Production Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	12

TOTAL CREDIT HOURS

120

THE DEPARTMENT OF STRATEGIC COMMUNICATION

Chairperson of the Department: ASSOCIATE PROFESOR
OLUWATOSIN ADEGBOLA

Associate Professors: UMARU BAH, LAURA DORSEY-ELSON

Assistant Professors: DAVID BARNEY; PATRICIA WHEELER

Lecturers: DANA SHELLEY

The Bachelor of Science in Strategic Communication combines public relations, advertising and other communication disciplines. To be successful in the 21st Century requires that students still learn how to identify key stakeholder publics and determine how to reach them. But the integration of media platforms and the proliferation of new media technologies have made that a more complex process requiring much more strategically focused approaches. In addition to learning how to write and develop materials for the traditional media, students will learn how to use social media and other emerging technologies to ensure that all appropriate publics are reached.

As important as classroom instruction is, students need practical, hands-on experiences in as real world a setting as possible. They will get those experiences through The Strategy Shop, a School of Global Journalism and Communication in-house strategic communications operation. Students will create real communications campaigns for real clients in a faculty-supervised setting.

Finally, because the world is interconnected in ways never dreamed possible in earlier decades and because so many businesses and organizations operate across national boundaries, the major in Strategic Communication has an important global focus. That focus has two directions. First, students will learn about creating and executing communications campaigns for targeted audiences in different parts of the world in ways that recognize the diversity of those audiences. Second, students will learn how the strategic communications process is viewed in other nations and how that affects how the process is done.

GOALS

The following are the broad educational goals for the major in Strategic Communication:

- to increase the numbers of highly trained strategic communication professionals, especially from among minorities and urban dwellers;
- to provide students with a understanding of strategic communication and the role it plays in identifying stakeholder publics and in designing and creating ethical messages to inform, to persuade, to manage crises and more;
- to provide students with a global perspective about strategic communication and how it is perceived and accomplished in nations other than the United States;

- to provide students with an understanding of strategic communication ethics and with basic media law, and
- to provide students with hands-on experiences with strategic communications processes.

LEARNING OUTCOMES

The following are the learning outcomes expected for students in the Strategic Communication major.

- Students will be able, under deadline, to craft compelling, accurate and ethical messages that adhere to styles appropriate to the media for which they are writing and are appropriate to the stakeholder publics for which they are intended.
- Students will be able to communicate messages in multiple formats, including through mobile devices, social media and other new technologies.
- Students will be able to demonstrate proficiency in information gathering techniques, including the wide range of digital sources that are available.
- Students will be able to demonstrate proficiency in the various techniques of presenting messages including, but not limited to audio/video recording and editing, print media and digital media.
- Students will be able to demonstrate proficiency in identifying stakeholder publics, developing campaigns to reach those publics and in creating messages that use the appropriate means of reaching those publics by their participation in The Strategy Shop strategic communications agency that is part of the SGJC.

Requirements for the Major in Strategic Communication

The Bachelor of Science degree in Strategic Communication requires students to complete 54 credits in the major. These include 27 credits of core courses required of all students in the SGJC along with 12 credits of required courses in the major and 15 credits of major elective courses. In addition, students must complete all University General Education Requirements. To ensure that all Strategic Communication students have the opportunity to gain a genuine global perspective, six credits of the same foreign language or courses focused on a global culture are required. Finally, students must also complete 18 credits of free electives from *outside* the School of Global Journalism and Communication which should be concentrated in a single discipline.

University General Education Requirements

40 credits

University Requirements

2 credits

Subtotal Credit Hours: 42 credits

Foreign Language/Global Culture Requirement

6 credits

Subtotal Credit Hours: 48 credits

Out of Unit Free Electives

18 credits

Subtotal Credit Hours: 66 credits

School Required Core Courses

27 credits

Subtotal Credit Hours: 93 credits

COMM 201 – Fundamentals of Multiplatform Writing
COMM 202 – Introduction to Multiplatform Production
COMM 203 – Media Literacy in a Diverse World
COMM 204 – Information Gathering and Research
COMM 240 – Digital Media
COMM 314 – Global Communication
COMM 370 – Mass Communication Law and Ethics
COMM 497 – Senior Media Experience (6 credits)

Individual Department Required Courses

12 credits

Subtotal Credit Hours: 105 credits

SCOM 200 – Introduction to Strategic Communication
SCOM 220 – Strategic Communication Writing
SCOM 365 – Crisis Communication and Reputation Management
SCOM 480 – Global Strategic Communication

Individual Department Electives

15 credits

Subtotal Credit Hours: 120 credits

(Students will choose 15 credits from among the 3-credit courses listed below.)

SCOM 230 – Copywriting and Visualization
SCOM 300 – Communication and the Black Diaspora
SCOM 312 – Organizational Communication
SCOM 313 – Event Planning and Management
SCOM 325 – Strategic Communications Campaigns
SCOM 350 – Evaluating Strategic Communications Campaigns
SCOM 353 – Strategic Communication and the Not-for-Profit Organization
SCOM 355 – Strategic Communication and Social Media
SCOM 402 – Persuasion and Persuasive Writing
SCOM 413 – Strategic Communication for Leadership and Team Development
SCOM 414 – Strategic Communication and Conflict
SCOM 420 – Case Studies and Issues Management
SCOM 430 – Media Planning
SCOM 450 – Strategic Communication and Government
SCOM 451 – Strategic Communication and Politics
SCOM 453 – Propaganda as Crisis Communication
SCOM 498 – Special Topics
MPPD 230 – Media Technologies and Practices
MPPD 300 – Multiplatform Production and Editing
MPPD 310 – Writing for Interactive Media
COMM 490 – Internship

STRATEGIC COMMUNICATION COURSE OFFERINGS

SCOM 200 – Introduction to Strategic Communication – *Three hours; 3 credits.* This course emphasizes theory and practice associated with the advancement of an organization's mission, vision, product and/or service. Specifically, the course focuses on the persuasive use of messaging in an organizational context. Students will be introduced to the concepts, skills and issues associated with different types of strategic communications campaigns and the different styles and formats in the development of messages to reach various audiences, both internal and external, to the organization. The goal of the course is to create strategic communicators who are able to understand messaging so that it can facilitate an organization achieving its goals. [Formerly PRAA 200] **Prerequisites:** COMM 201 and COMM 202 with a grade of "C" or better. (FALL/SPRING)

SCOM 220 – Strategic Communication Writing – *Three hours; 3 credits.* This course covers both the basic and foundational principles of message design in traditional business and professional communication, as well as the emerging principles of message design in the digital age. Topics range from message design for traditional print materials and mass media messages to Internet-based materials and social media messages within and outside an organization. [Formerly PRAA 320] **Prerequisites:** COMM 201, COMM 202 and SCOM 200 with a grade of "C" or better. (FALL/SPRING)

SCOM 230 – Copywriting and Visualization – *Three hours; 3 credits.* The course provides practical instruction and experience in basic copywriting for various strategic communication media, including print and broadcast media, various collateral media, billboards and other forms. It will focus on developing and applying creative strategies for print and electronic media. [Formerly PRAA 230] **Prerequisites:** COMM 201, COMM 202, SCOM 200 and SCOM 220 with a grade of "C" or better. (FALL)

SCOM 300 – Communication and the Black Diaspora – *Three hours; 3 credits.* The course surveys the history and development of communication in the Black Diaspora. Attention is given to those communication elements of the Black Diaspora that are unique to the United States and those that are shared throughout the world as well as those aspects that distinguish particular African global cultures. (OFFERED AS NEEDED)

SCOM 312 – Organizational Communication – *Three hours; 3 credits.* This course explores communication theory as applied to a variety of organizational contexts and situations. Students will experience the opportunity to increase effectiveness in organizational settings and develop the ability to make a special contribution to any organization with which they are associated. [Formerly SPCH 312] (FALL)

SCOM 313 – Event Planning and Management – *Three hours; 3 credits.* The course examines the communication processes involved in preparing for, executing and following up on large and

small scale briefings, meetings, conferences, conventions, special events and other gatherings. Areas of focus include proposal making, agendas, logistics and other arrangements. Important emphasis is placed on practical, hands-on experience. [Formerly SPCH 313] (OFFERED AS NEEDED)

SCOM 325 – Strategic Communications Campaigns – *Three hours; 3 credits.* This course emphasizes best practices in strategic communication for internal and external publics, as socially responsible citizens and professional practitioners. The course involves planning for diverse populations, including global stakeholders. [Formerly PRAA 325] **Prerequisites:** COMM 201, COMM 202, COMM 204, SCOM 200 and SCOM 220 with a grade of “C” or better. (SPRING)

SCOM 350 – Evaluating Strategic Communications Campaigns – *Three hours; 3 credits.* This course focuses on review, creation and testing of both qualitative and quantitative methods of evaluating the effectiveness of strategic communications campaigns. Skills are developed in application of techniques as well as in interpretation and criticism of studies in strategic communication. The course will focus on the methods used to identify, describe and evaluate stakeholders, determine message effectiveness and improve strategies and communications. **Prerequisites:** COMM 201, COMM 202, COMM 204, SCOM 200, SCOM 220 and SCOM 325 with a grade of “C” or better, or Permission of the Instructor. (FALL – ODD)

SCOM 353 – Strategic Communication and the Not-for-Profit Organization – *Three hours; 3 credits.* This course is a study of the unique challenges of strategic communications for the not-for-profit sector. Topics will include fundraising, lobbying, working with volunteers, media relations and the overall public relations program. Students will gain practical experiences through contacts with community not-for-profit groups. **Prerequisite:** COMM 201, COMM 202, SCOM 200 and SCOM 220 with a grade of “C” or better, or Permission of the Instructor. (SPRING – ODD)

SCOM 355 – Strategic Communication and Social Media – *Three hours; 3 credits.* This course is designed to provide students with an understanding of how social tools relate to the practice of strategic communications, including marketing, advertising, public relations and not-for-profits, as well as the impact of the social media on societies and marketplaces. The course will balance academic considerations and practical applications, incorporating the use of social media and other relevant tools. Students will participate in virtual community discourse, create content and interact with other professionals in the field and reflect critically on their experiences. This course will help foster the skill in applying the core principles and practices of strategic communications to social media in productive, creative, intelligent and ethical ways. **Prerequisites:** COMM 201, COMM 202, COMM 240, SCOM 200 and SCOM 220 with a grade of “C” or better. (SPRING)

SCOM 365 – Crisis Communication and Reputation Management – *Three hours; 3 credits.* This course explores the communicative dynamics that both prevent and cause organizational crises. Through case studies, the class examines how people plan, communicate and make good decisions in high risk situations, as

well as how to manage crises effectively. Students will apply concepts, theories and frameworks to research, design and deliver crisis communication plans as well as gain practice in issues management, crisis communication and social advocacy in the management of an organization’s reputation and image. **Prerequisites:** COMM 201, COMM 202, COMM 370, SCOM 200 and SCOM 220 with a grade of “C” or better. (FALL/SPRING)

SCOM 402 – Persuasion and Persuasive Writing – *Three hours; 3 credits.* The course explores theories and techniques of persuasion in social and mass contexts as they are applied to contemporary society. Areas of concern include government, politics, strategic communication and more. Emphasis will also be placed on writing persuasive messages. Commercial, public service announcements and public statements are examples. [Formerly SPCH 402] (OFFERED AS NEEDED)

SCOM 413 – Strategic Communication for Leadership and Team Development – *Three hours; 3 credits.* This course provides theoretical and methodological approaches to emerging forms of leadership and team building, emphasizing the importance of communication to the successful outcomes of both. It explores the dynamics affecting one’s ability to lead and to follow and how to transform personal leadership into strategic organizational outcomes in a rapidly changing environment. Issues of authority, succession, collaboration and competition, information diversity, conflict and intercultural competence are addressed using contemporary research from communication and organizational scholars. [Formerly SPCH 413] (FALL)

SCOM 414 – Strategic Communication and Conflict – *Three hours; 3 credits.* This course analyzes the role of communication in processing, understanding, mediating and negotiating interpersonal, small group, intergroup, national and global conflicts. As governments, corporate and not-for-profit organizations realize the value of diversity for strategic advantage, intellectual, skilled and knowledgeable workers are sought from different parts of the world to work in the “new” multicultural, multiethnic and multiracial organization. With diversity, comes the challenge of creating new communication and organizational structures to facilitate evidential differences. The course is also designed to create awareness of the often latent and covert aspects of differences that influence conflict at the various levels identified, and offers theoretical analysis and practical methodologies which equip students to respond to these challenges. [Formerly SPCH 414] (SPRING)

SCOM 420 – Case Studies in Strategic Communication – *Three hours; 3 credits.* The course will use both successful and unsuccessful strategic communications campaigns to equip students with the skills needed in day-to-day practice. The case studies will help students determine objectives, provide insights into media choice decisions, look at message strategies and develop skills for evaluating the success or failure of particular strategic communications efforts. [Formerly PRAA 420] **Prerequisites:** COMM 201, COMM 202, SCOM 200, SCOM 220 and SCOM 325 with a grade of “C” or better. (SPRING)

SCOM 425 – Issues Management – *Three hours; 3 credits.* This course focuses on the study of the impact of public policy and

emerging issues on corporate and social responsibility and government relations, including policy research. It emphasizes the evaluation of communications, marketing and advertising strategies as they positively and negatively impact client relations and business practices. The course also provides an understanding of how crises affect an organization's strategic communications efforts. Students will learn how to recognize, analyze and understand crises and to develop and implement appropriate communication responses and crises management plans. **Prerequisites:** COMM 201, COMM 202, SCOM 200, SCOM 220 and SCOM 365 with a grade of "C" or better. (FALL)

SCOM 430 – Media Planning – *Three hours; 3 credits.* This course focuses on selecting, scheduling and buying of advertising media time and space. The course also introduces students to the strategies, techniques and problems of planning and buying media. Students will learn how to buy space and time effectively and economically. There is also focus on the use of computer software for solving media problems. [Formerly PRAA 430] **Prerequisites:** COMM 201, COMM 202, SCOM 200 and SCOM 220 with a grade of "C" or better. (FALL)

SCOM 450 – Strategic Communication and Government – *Three hours; 3 credits.* The course examines the roles and uses of strategic communication by all levels of government. Topics will include working with the media, cross-branch lobbying, legal constraints and ethical issues. Case studies will be used for analysis and review. **Prerequisites:** COMM 201, COMM 202, COMM 370, SCOM 200 and SCOM 220 with a grade of "C" or better. (SPRING)

SCOM 451 – Strategic Communication and Politics – *Three hours; 3 credits.* The course examines the roles and uses of strategic communication in the political arena. Topics will include the roles strategic communication has played in political campaigns, the ethics of damage control and "spin," the ways public relations and advertising have affected our views of candidates and political officials and topical issues of importance and concern. Case studies will be used for analysis and review. [Formerly PRAA 451]

Prerequisites: COMM 201, COMM 202, COMM 370, SCOM 200 and SCOM 220 with a grade of "C" or better. (FALL-EVEN)

SCOM 453 – Propaganda as Crisis Communication – *Three hours; 3 credits.* This course examines the roles of strategic communication in organized campaigns of propaganda. Examples of attempts at thought control are drawn from history and present day and from nations worldwide and range from the relatively harmless to the dangerous. [Formerly PRAA 453] (SPRING – EVEN)

SCOM 480 – Global Strategic Communication – *Three hours; 3 credits.* This course explores comparative analyses of the different strategic communication models and practices worldwide, the implications of convergence of media technologies to the strategic communication industries and understanding the impact of globalization as a technological, economic and cultural phenomenon and its relevance for strategic communications professionals. Consideration is also given to the political, social, economic and historic contexts affecting strategic communication practices across national borders. **Prerequisites:** COMM 201, COMM 202, COMM 314, SCOM 200 and SCOM 220 with a grade of "C" or better. (FALL/SPRING)

SCOM 498 – Special Topics – *Three hours; 3 credits.* This course provides advanced Strategic Communication majors with an opportunity for in-depth study of a selected specialized area of strategic communication based upon faculty and student interest. [Formerly PRAA 489] **Prerequisite:** Permission of the Instructor (OFFERED AS NEEDED)

COMM 490 – Internship – *Three hours; 3 credits* – This elective course provides opportunities for students to obtain supervised practical work experiences in their respective majors at an off-campus site approved by the instructor and the Department Chairperson. **Prerequisite:** Successful completion of at least 30 credits in the major. (OFFERED AS NEEDED)

MORGAN STATE UNIVERSITY
DEPARTMENT OF STRATEGIC COMMUNICATION
BACHELOR OF SCIENCE DEGREE IN STRATEGIC COMMUNICATION
SUGGESTED CURRICULUM SEQUENCE

FRESHMAN YEAR (FIRST SEMESTER)

XXXX – EC – General Education Requirement	3
ORSJ 101 Freshman Orientation	1
XXXX – SB – General Education Requirement	3
XXXX – MQ – General Education Requirement	3
XXXX – HH – General Education Requirement	3
<u>XXXX – IM – General Education Requirement</u>	<u>3</u>
	16

FRESHMAN YEAR (SECOND SEMESTER)

XXXX – EC – General Education Requirement	3
XXXX – AH – General Education Requirement	3
XXXX – BP – General Education Requirement	4
XXXX – SB – General Education Requirement	3
<u>XXXX – CT – General Education Requirement</u>	<u>3</u>
	16

SOPHOMORE YEAR (FIRST SEMESTER)

COMM 201 Fund. of Multiplatform Writing	3
COMM 202 Intro to Multiplatform Prod.	3
COMM 203 Media Literacy/Diverse World	3
XXXX – BP – General Education Requirement	3
<u>XXXX – SB – General Education Requirement</u>	<u>3</u>
	15

SOPHOMORE YEAR (SECOND SEMESTER)

COMM 204 Info. Gathering & Research	3
COMM 240 Digital Media	3
SCOM 200 Intro to Strategic Comm.	3
XXXX – CI – General Education Requirement	3
XXXX – Out-of-Unit Free Elective	3
<u>PHEC XXX Physical Education Elective</u>	<u>1</u>
	16

JUNIOR YEAR (FIRST SEMESTER)

COMM 314 Global Communication	3
COMM 370 Mass Comm. Law & Ethics	3
SCOM 220 Strategic Comm. Writing	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

JUNIOR YEAR (SECOND SEMESTER)

SCOM 365 Crisis Comm./Reputation Mgmt.	3
SCOM XXX Strategic Comm. Elective	3
SCOM XXX Strategic Comm. Elective	3
XXXX Foreign Language/ or Global Culture Requirement	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (FIRST SEMESTER)

SCOM 480 Global Strategic Comm.	3
SCOM XXX Strategic Comm. Elective	3
SCOM XXX Strategic Comm. Elective	3
XXXX Out of Unit Free Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	15

SENIOR YEAR (SECOND SEMESTER)

COMM 497 Senior Media Experience	6
SCOM XXX Strategic Comm. Elective	3
<u>XXXX Out of Unit Free Elective</u>	<u>3</u>
	12

TOTAL CREDIT HOURS 120