

Mass Communication (310)

ASSOCIATE OF ARTS

About Our Program

This program is designed for the student intending to transfer to a senior institution to complete a baccalaureate degree. The curriculum offers an emphasis in Public Relations & Marketing, Multimedia Journalism, or Multimedia Production. Students in the Public Relations & Marketing emphasis complete more design oriented courses. Students in the Multimedia Journalism emphasis complete more writing courses. Students in the Multimedia Production emphasis complete more applied study courses. Separate curricula are provided as guidelines.

Nature of Work and Employment

Graduates of four-year baccalaureate programs in this major typically are employed in film, television, radio, religious organizations, newspapers, magazines, online publications, consulting practices, advertising firms, and public relations houses.

Special Considerations

The listed coursework is a recommendation only. Students should check with a student advisor for HCC graduation requirements and specific university requirements in this major. Students must meet with an advisor to ensure that the special requirements of the department and institution to which they plan to transfer are met. Colleges and universities have specific requirements for transfer students

Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Jim Yeager, Speech Faculty
- Vicki Schulz, Student Advisor/Transfer Coordinator
- Jim Phillips, Dean, Humanities, Social Sciences, and Fine Arts

Recommended Courses

The following are recommended courses for this major only. Students must still meet all requirements for the Associate of Arts degree (see page 56) in order to graduate from Highland Community College. For more information, please see your student advisor.

Public Relations/Marketing (PRM)

MCOM	110	Introduction to Mass Communication	3
MCOM	120	Introduction to Video Production – Field	3
MCOM	220	Introduction to Public Relations	3
ART	118	Graphic Design I	3
ART	218	Graphic Design II	3
ART	228	Graphic Design III	3

Multimedia Journalism (MMJ)

MCOM	110	Introduction to Mass Communication	3
MCOM	120	Introduction to Video Production – Field	3
MCOM	131	Journalism Practicum	3
MCOM	231	News Reporting	3
MCOM	232	News Editing	3
INFT	250	Dreamweaver	3

Multimedia Production (PRO)

MCOM	110	Introduction to Mass Communication	3
MCOM	120	Introduction to Video Production – Field	3
MCOM	205	Film History & Appreciation	3
MUS	153	Introduction to Audio Production	3
ART	201	Introduction to Photography	3
INFT	260	Computer Animation	3