

# ECU COURSE CATALOG

## MASS COMMUNICATION COURSES

### **MCOM-1211 Introduction to Media Equipment 1 Credit**

THIS COURSE IS DESIGNED TO HAVE STUDENTS BECOME ACQUAINTED WITH AUDIO RECORDING EQUIPMENT, CINEMATOGRAPHY AND PHOTOGRAPHY CAMERA EQUIPMENT, COMPUTER, DIGITAL FILE ORGANIZATION, AND ADOBE CREATIVE SUITE SOFTWARE.

### **MCOM-1713 Introduction to Photography 3 Credits**

INTRODUCTION TO BASICS OF LIGHTING, CAMERA OPERATION, AND USE OF THE DIGITAL DARKROOM. EMPHASIS ON COMPOSITION, SUBJECT MATTER, AND DEVELOPMENT OF A VISION THROUGH THE LENS OF A CAMERA. STUDENTS CREATE A FINAL THEMATIC PROJECT AS AN INTRODUCTION TO PHOTOJOURNALISM AND CONVERGED MEDIA.

### **MCOM-1733 Introduction to Mass Media 3 Credits**

A SURVEY OF THE MASS COMMUNICATIONS FIELDS, INCLUDING A HISTORY AND DEVELOPMENT OF NEWSPAPERS, MAGAZINES, WEB-BASED MEDIA, RADIO, AND TELEVISION.

### **MCOM-1813 Introduction to Video Production 3 Credits**

INTRODUCTION TO CAMERA OPERATION AND EDITING WITH AN EMPHASIS ON THE DEVELOPMENT OF TECHNICAL AESTHETIC SKILLS.

### **MCOM-2003 Principles of Game Design 3 Credits**

THIS COURSE EXAMINES THE PRINCIPLES OF GAME DESIGN THROUGH EXERCISES AND ASSIGNMENTS GEARED TOWARD CREATING COMPELLING GAMES. STUDENTS WILL LEARN THE GAME DESIGN PROCESS THROUGH A COMPREHENSION OF THE HISTORY OF GAME DESIGN, GAME THEORY, AND PROJECT DEVELOPMENT FROM INITIAL CONCEPT TO PUBLIC LAUNCH. TOPICS INCLUDE BASIC TERMINOLOGY AND BEST PRACTICES IN THE FUNDAMENTALS OF ART, DESIGN, AND PROGRAMMING USING CONTEMPORARY GAME ENGINE SOFTWARE.

### **MCOM-2733 Writing for Media I 3 Credits**

PRINCIPLES OF WRITING STYLES FOR MASS MEDIA. STUDY INCLUDES WRITING FORMATS IN PRINT, BROADCAST AND INTERNET.

### **MCOM-2743 Photojournalism 3 Credits**

PHOTOJOURNALISM BRINGS THE WORLDS OF MEDIA WRITING AND MEDIA PRODUCTION TOGETHER. WITH AN EMPHASIS ON WRITING FOR PRINT, ONLINE, AND BROADCAST MEDIA, STUDENTS WILL ENHANCE THEIR WRITING AND PRODUCTION SKILLS THROUGH REPORTING ON CURRENT EVENTS. Required Previous: MCOM-2733

### **MCOM-2753 Introduction to Audio Production 3 Credits**

PRINCIPLES AND PRACTICES OF CONTEMPORARY AUDIO PRODUCTION.

### **MCOM-2881 Special Studies- 1 Credit**

DIRECTED GROUP STUDY ON A SPECIAL SUBJECT OR PROBLEM.

### **MCOM-2882 Special Studies- 2 Credits**

DIRECTED GROUP STUDY ON A SPECIAL SUBJECT OR PROBLEM.

### **MCOM-2883 Special Studies- 3 Credits**

DIRECTED GROUP STUDY ON A SPECIAL SUBJECT OR PROBLEM.

### **MCOM-2884 Special Studies- 4 Credits**

DIRECTED GROUP STUDY ON A SPECIAL SUBJECT OR PROBLEM.

### **MCOM-3013 Media Practicum 3 Credits**

STUDENTS HAVE AN OPPORTUNITY TO DEVELOP THEIR SKILLS WITH HANDS-ON AND SERVICE LEARNING EXPERIENCES. STUDENTS WILL PREPARE AND PRESENT THEIR OWN PROGRAMS/PERFORMANCES, REVIEW AND CRITIQUE MEDIA PRODUCTS, AND WORK IN DIFFERENT ASPECTS OF THE INDUSTRY THROUGH STUDENT MEDIA OR LOCAL COMMUNITY ORGANIZATIONS. STUDENTS ARE ENCOURAGED AND ENABLED TO USE THIS COURSE TO NETWORK AND WORK WITH EACH OTHER, EXPANDING THEIR PROFESSIONAL AND PERSONAL SPHERES, WHILE CREATING AND ORGANIZING COLLABORATIVE PRODUCT

### **MCOM-3023 Audio Engineering I 3 Credits**

STUDENTS WILL EXPLORE THE BASICS OF STUDIO RECORDING, THE PRINCIPLES OF LIVE SOUND REINFORCEMENT, AND DIGITAL AUDIO WORKSTATION RECORDING. THEY WILL IDENTIFY SUCCESSFUL TECHNIQUES AND METHODOLOGIES IN WORKING WITH ADOBE AUDITION AND PRO TOOLS AND EMPLOY THEM IN AUDIO PROCESSING TO CREATE SOUND DESIGNS. Required Previous: MCOM-2753

### **MCOM-3043 Ar/Vr Production 3 Credits**

THIS COURSE IS DESIGNED TO INTRODUCE FUNDAMENTAL PRACTICES OF IMMERSIVE MEDIA PRODUCTION. STUDENTS ALREADY CAPABLE OF LINEAR VIDEO PRODUCTION OR MOTION GRAPHIC DESIGN WILL EXPAND THEIR SKILLS TO 360 DEGREE AUDIO AND VIDEO CAPTURING, AUTHORIZING AUGMENTED REALITY EXPERIENCES, AND INTERACTIVE VIRTUAL REALITY PROJECTS.

### **MCOM-3053 Social Media Management 3 Credits**

THE STUDENT WILL INVESTIGATE THE INDIVIDUAL PIECES OF A SOCIAL MEDIA MARKETING PLAN INCLUDING; SOCIAL MEDIA ANALYSIS, TARGET AUDIENCE, OBJECTIVES, STRATEGIES, AND TACTICS, SOCIAL MEDIA SCHEDULING AND CALENDARS, BUDGETING, EVALUATION, SEARCH ENGINE OPTIMIZATION, AND MEDIA AND WEB ANALYTICS.

### **MCOM-3063 Emerging Media 3 Credits**

STUDENTS ENGAGE WITH NEW AND EMERGING MEDIA PRACTICES, CONCEPTS, TRENDS, AND TECHNOLOGY. STUDENTS WILL PRODUCE PROJECTS UTILIZING NEW AND EMERGING TECHNOLOGY, ALLOWING THEM TO CREATIVELY EXPRESS IDEAS AND SOLVE PROBLEMS. THE COURSE INTRODUCES STUDENTS TO CURRENT CHANGES OCCURRING IN THE FIELD, AND ALSO PREPARES THEM TO SUCCEED IN A CONSTANTLY SHIFTING MEDIA LANDSCAPE.

### **MCOM-3333 Intermediate Photography 3 Credits**

INTRODUCTION TO BASICS OF STUDIO LIGHTING AND INTERMEDIATE CAMERA AND DIGITAL DARKROOM TECHNIQUES. DEVELOP VISUAL STORYTELLING SKILLS AND A THEMATIC LANGUAGE OF THE MEDIUM. STUDENT WILL BE INTRODUCED TO THE PROFESSIONAL MARKET AND TO RESOURCES AVAILABLE FOR PRINT AND THE INTERNET. Required Previous: MCOM-1713

### **MCOM-3343 Imaging for Media 3 Credits**

INTRODUCTION TO BASIC DESIGN AND LAYOUT CONCEPTS. STUDENTS WILL LEARN HOW TO DESIGN AND LAY OUT PUBLICATIONS, IMAGES, TEXT, AS WELL AS THE BASICS OF WEB DESIGN.

### **MCOM-3623 Web Design 3 Credits**

INTRODUCTION TO THE BASICS OF WEB DESIGN, INCLUDING PAGE DESIGN, WORKFLOW, AND INTEGRATION OF TEXT, GRAPHICS, AUDIO, AND VIDEO IN WEB PAGE DESIGN.

### **MCOM-3783 Writing for Media II 3 Credits**

A STUDY OF THE TYPES OF SPECIALIZED STYLES FOR ARTICLES IN NEWSPAPERS, MAGAZINES, AND CORPORATE IN-HOUSE NEWS, ADVERTISING, AND PUBLIC RELATIONS.

### **MCOM-3823 Advertising 3 Credits**

THIS COURSE COVERS AN INTRODUCTION OF ADVERTISING, TARGET AUDIENCE, THE PLANNING PROCESS, THE CREATIVE PROCESS, ELECTRONIC MEDIA: TELEVISION AND RADIO AND INTEGRATING MARKETING COMMUNICATION ELEMENTS.

### **MCOM-3843 Advertising Copy & Layout 3 Credits**

PRINCIPLES AND PRACTICES OF WRITING COPY AND LAYOUT DESIGN FOR ADVERTISEMENTS.

### **MCOM-3853 Media Ethics and Law 3 Credits**

A STUDY OF ETHICS AND LAW IN MASS COMMUNICATION.

### **MCOM-3863 Radio and Podcast Production 3 Credits**

TECHNIQUES IN NEWS GATHERING, FIELD REPORTING, INTERVIEWING AND STORY PRODUCTION. COURSE WILL FOCUS ON PRESENTATIONAL SKILLS, PRACTICAL PRODUCTION PROBLEMS AND RESPONSIBILITIES, AUDIENCE, ETHICS AND LAW, AND NEWS JUDGMENT FOR ELECTRONIC MEDIA.

**MCOM-3873 Intermediate Video Production 3 Credits**  
THIS COURSE IS DESIGNED TO EXPAND ON FUNDAMENTAL VIDEO PRODUCTION TECHNIQUES, EXPLORE LIVE VIDEO CAPTURING, AND INTERMEDIATE TO ADVANCED DIGITAL EDITING PROCESSES. STUDENTS PARTICIPATING IN MCOM 3873 WILL DEVELOP THEIR SKILLS WITH SINGLE AND MULTIPLE CAMERA CINEMATOGRAPHY AS WELL AS DIGITAL EDITING. Required Previous: MCOM-1813

**MCOM-3893 Public Relations 3 Credits**  
THIS COURSE COVERS THE HISTORY, ORIGIN AND BUSINESS OF PR ALONG WITH TACTICS, PUBLICS/DIVERSITY, ETHICS/LEGAL ISSUES, RESEARCH/EVALUATION, CRISIS COMMUNICATION AND OVERALL PROFESSIONAL STRATEGIC COMMUNICATION.

**MCOM-4012 Career Preparation 2 Credits**  
STUDENTS PURSUE RESEARCH INTO CAREER OPPORTUNITIES FOR ONE HOLDING A DEGREE IN MASS COMMUNICATION. INCLUDES GUEST LECTURERS AND ALUMNI WHO HAVE WORKED IN THE FIELD OR CREATED NEW OPPORTUNITIES USING SKILLS LEARNED.

**MCOM-4023 Audio Engineering II 3 Credits**  
STUDENTS WILL UTILIZE ADVANCED STUDIO RECORDING, CONCERT PRODUCTION AND LIVE SOUND REINFORCEMENT, AND ADVANCED SOUND DESIGN AS WELL AS AUDIO INSTALLATION. STUDENTS WILL EXPLORE 5.1 SURROUND SOUND MIXING. Required Previous: MCOM-3023

**MCOM-4123 Short Film Production 3 Credits**  
SHORT FILM PRODUCTION IS DESIGNED FOR STUDENTS TO PRODUCE A SHORT FILM WITH THE INTENT OF ENTERING THEIR WORK INTO STATE-LEVEL FILM FESTIVALS. STUDENTS WILL FORM A PRODUCTION TEAM AND WRITE, DIRECT, SHOOT, EDIT, PRODUCE AUDIO, CORRECT IMAGING AND PUBLISH A SHORT FILM IN THE GENRE OF THEIR CHOOSING.

**MCOM-4223 Conceptual Art Photography 3 Credits**  
STUDENTS WILL CREATE CONCEPT BASED PORTFOLIOS OF ARTISTIC PHOTOGRAPHY. Required Previous: MCOM-1713

**MCOM-4233 Documentary Production 3 Credits**  
DEVELOP A DOCUMENTARY FORM FOR THE PURPOSE OF PUBLICATION OR PORTFOLIO.

**MCOM-4313 Advanced Video Production 3 Credits**  
THIS COURSE IS DESIGNED TO EXPAND ON INTERMEDIATE VIDEO PRODUCTION TECHNIQUES AND EXPLORE ADVANCED DIGITAL EDITING PROCESSES. STUDENTS PARTICIPATING IN MCOM-4313 WILL DEVELOP THEIR SKILLS WITH SINGLE AND MULTIPLE CAMERA CINEMATOGRAPHY AS WELL AS DIGITAL EDITING. Required Previous: Take MCOM-3873

**MCOM-4323 Advertising & Public Relations Campaigns- 3 Credits**  
PRINCIPLES AND PRACTICES TO INTEGRATE ADVERTISING AND PUBLIC RELATIONS SKILLS TO PRODUCE CAMPAIGNS. EMPHASIS ON CREATING PRINT, BROADCAST, INTERNET AND/OR OTHER MEDIA ELEMENTS FOLLOWED BY FULL CAMPAIGN PREPARATION. MAY BE REPEATED AS TOPIC CHANGES.

**MCOM-4611 Senior Portfolio in Mass Communication 1 Credit**  
STUDENTS WILL COMPLETE INDIVIDUAL PORTFOLIOS APPROPRIATE TO THEIR CONCENTRATIONS FOR CAREER PREPARATION AND ASSESSMENT PURPOSES.

**MCOM-4711 Professional Internship 1 Credit**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.

**MCOM-4712 Professional Internship 2 Credits**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.

**MCOM-4713 Professional Internship 3 Credits**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.

**MCOM-4733 Contemporary Issues in Mass Communication 3 Credits**  
A STUDY OF CONTEMPORARY ISSUES IN MASS COMMUNICATIONS.

**MCOM-4743 Editing and Design 3 Credits**  
PRINCIPLES OF STORY, ADVERTISING OR PUBLIC RELATIONS MATERIAL SELECTION, EDITING AND PLACEMENT, AND OF PAGE, SECTION, EDITION OR BROCHURE DESIGN.

**MCOM-4813 Public Relations Writing 3 Credits**  
PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS WRITING SUCH AS PRESS RELEASES, MEDIA KITS AND FEATURE STORIES.

**MCOM-4863 Television Studio Production 3 Credits**  
STUDY OF PRINCIPLES AND PRACTICES OF VIDEO PRODUCTION USING STUDIO EQUIPMENT WITH AN EMPHASIS ON THE DEVELOPMENT OF TECHNICAL AND AESTHETIC SKILLS. Required Previous: MCOM-1813

**MCOM-4961 Senior Project in Mass Communication 1 Credit**  
SCHOLARLY AND/OR CREATIVE WORK IN MASS COMMUNICATION. HOURS DETERMINED BY SCOPE OF PROJECT AS APPROVED.

**MCOM-4962 Senior Project in Mass Communication 2 Credits**  
SCHOLARLY AND/OR CREATIVE WORK IN MASS COMMUNICATION. HOURS DETERMINED BY SCOPE OF PROJECT AS APPROVED.

**MCOM-4963 Senior Project in Mass Communication 3 Credits**  
SCHOLARLY AND/OR CREATIVE WORK IN MASS COMMUNICATION. HOURS DETERMINED BY SCOPE OF PROJECT AS APPROVED.

**MCOM-4964 Senior Project in Mass Communication 4 Credits**  
SCHOLARLY AND/OR CREATIVE WORK IN MASS COMMUNICATION. HOURS DETERMINED BY SCOPE OF PROJECT AS APPROVED.

**MCOM-4981 Seminar- 1 Credit**  
DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

**MCOM-4982 Seminar- 2 Credits**  
DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

**MCOM-4983 Seminar- 3 Credits**  
DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

**MCOM-4984 Seminar- 4 Credits**  
DIRECTED GROUP STUDY ON SPECIAL SUBJECT OR PROBLEM.

**MCOM-4991 Individual Studies- 1 Credit**  
DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES.

**MCOM-4992 Individual Studies- 2 Credits**  
DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES.

**MCOM-4993 Individual Studies- 3 Credits**  
DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES.

**MCOM-4994 Individual Studies- 4 Credits**  
DIRECTED INDIVIDUAL STUDY ON SPECIAL SUBJECT OR PROBLEM. OPEN ONLY TO SELECTED UNDERGRADUATES.

**MCOM-5981 Seminar- 1 Credit**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL TOPIC.

**MCOM-5982 Seminar- 2 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL TOPIC.

**MCOM-5983 Seminar- 3 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL TOPIC.

**MCOM-5984 Seminar- 4 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL TOPIC.

**MCOM-5991 Individual Studies- 1 Credit**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL SUBJECT, BASED ON APPROVED OUTLINE OR PLAN, CONFERENCES, ORAL AND WRITTEN REPORTS. Required Previous: Twelve (12) hours of Mass Communication

**MCOM-5992 Individual Studies- 2 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL SUBJECT, BASED ON APPROVED OUTLINE OR PLAN, CONFERENCES, ORAL AND WRITTEN REPORTS. Required Previous: Twelve (12) hours of Mass Communication

**MCOM-5993 Individual Studies- 3 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL SUBJECT, BASED ON APPROVED OUTLINE OR PLAN, CONFERENCES, ORAL AND WRITTEN REPORTS. Required Previous: Twelve (12) hours of Mass Communication

**MCOM-5994 Individual Studies- 4 Credits**  
DIRECTED INTENSIVE STUDY ON SELECTED PROBLEM OR SPECIAL SUBJECT, BASED ON APPROVED OUTLINE OR PLAN, CONFERENCES, ORAL AND WRITTEN REPORTS. Required Previous: Twelve (12) hours of Mass Communication

**MCOM-H1713 Hnrs-Introduction to Photography 3 Credits**  
INTRODUCTION TO BASICS OF LIGHTING, CAMERA OPERATION, AND USE OF THE DIGITAL DARKROOM. EMPHASIS ON COMPOSITION, SUBJECT MATTER, AND DEVELOPMENT OF A VISION THROUGH THE LENS OF A CAMERA. STUDENTS CREATE A FINAL THEMATIC PROJECT AS AN INTRODUCTION TO PHOTOJOURNALISM AND CONVERGED MEDIA.

**MCOM-I4711 Internship-Mass Media 1 Credit**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.

**MCOM-I4712 Internship-Mass Media 2 Credits**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.

**MCOM-I4713 Internship-Mass Media 3 Credits**  
STUDENTS ENROLLED IN PROFESSIONAL INTERNSHIP WORK WITH UNIVERSITY DEPARTMENTS, LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS TO DEVELOP THEIR RESUME AND PORTFOLIO IN A PROFESSIONAL SETTING. STUDENTS ARE EXPECTED TO WORK 40 HOURS PER COURSE CREDIT WHILE ENROLLED IN PROFESSIONAL INTERNSHIP.