

B.A. in Media Communication

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Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

B.A. in Media Communication

General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Successfully complete one of the following courses: Writ 100 or Writ 101 .
First Year Writing II	3	Successfully complete one of the following courses: Liba 102 , Writ 102 , or Hon 102 .
3 hrs of Math	3	Complete Math 115 , 120 , 121 , 123 , 125 , 261 , 267 , or 268 with a passing grade.
2 science courses	8	Complete 6 hrs of science chosen from: astronomy, physics, biology, chemistry, or geology with a passing grade.
2 science labs	8	Successfully complete at least two science laboratory courses.
6 hrs humanities	6	Successfully complete 6 hours in one of the following areas: African American Studies; classical civilization; philosophy; religion; Southern Studies 101, 102; University Honors 101, 102; Gender Studies 103, 201, 311, 390, or DMS 101 .
3 hrs fine arts	3	Complete 3 hours in the area of fine or performing arts. Choose from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Acceptable freshman or sophomore-level courses are: AH 101 , AH 102 , AH 201 , AH 202 ; Music 101, Music 102, Music 103, Music 104, Music 105; Dance 200; and Theatre 201.
6 hrs social science	6	Successfully complete 6 semester hours in anthropology, economics, political science, psychology or sociology.
6 hrs modern/ancient language	6	Students must additionally complete 6 hours of foreign language. They may choose to do so within the same language or not.
Oral Communication	3	Students must complete 3 hours of oral Communication by taking SPCH 102 , 105 , 314 ; 107-8 or 207; or PPL 212
Diversity Requirement	3	This course is in addition to any course used to fulfill the humanities requirement. Any African American Studies, Gender Studies, Religion, or Southern Studies; Anth 101 , 301 , 303 , 307 ; Soc 313 , 325 , or 413 ; Jour 345 , 513 ; 3 hours from an approved study abroad experience.

Major Requirements

REQUIREMENT	HOURS	DESCRIPTION
Jour 101 - C min	3	Complete Jour 101 with a grade of C or better.
Jour 102 or IMC 205 - C min	3	Complete Jour 102 or IMC 205 with a grade of C or better.
Jour 103 - C min	3	Complete Jour 103 with a grade of C or better.
Jour 369 - C min	3	Complete Jour 369 with a grade of C or better.
3 add'l hrs - C min	3	Complete 3 add'l hours with a grade of C or better chosen from the following: IMC 404 : Integrated Marketing Communications Research, IMC 325 : Data Literacy, OR JOUR 551 : Research in Mass Communications
Semester Project - C min	3	Students are required to engage in a semester-long project that helps them investigate and understand a contemporary or emerging media/communication issue. They may fulfill this requirement through an approved internship, senior thesis, or enrollment in MCOM 480 .
Enroll in a minor		Students are required to take at least 18 hours outside of the School of Journalism and New Media, which can be satisfied with a minor, double major, dual degree, or set of courses that comprise a secondary focus. Student who choose to fulfill this secondary emphasis with a set of courses not formally recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.

Major Requirements II

REQUIREMENT	HOURS	DESCRIPTION
Conceptual courses - C min	18	Students are required to take at least 18 hours outside of the School of Journalism and New Media, which can be satisfied with a minor, double major, dual degree, or set of courses that comprise a secondary focus. Student who choose to fulfill this secondary emphasis with a set of courses not formally recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.



Non-minor requirements

REQUIREMENT	HOURS	DESCRIPTION
18 hrs electives - C min	18	Students will choose six additional elective courses (18 hours) with any MCOM course as well as list of approved IMC or Jour courses offered regularly and in rotation. In addition, students may count up to 3 hours of Spch or Writ at the 200+ level toward fulfillment of the major.

Accelerated Law (3+3)

REQUIREMENT	HOURS	DESCRIPTION
Law 501	3	Complete Law 501 with a passing grade
Law 502	4	Complete Law 502 with a passing grade.
Law 503	3	Complete Law 503 with a passing grade.
Law 504	4	Complete Law 504 with a passing grade.
Law 507	3	Complete Law 507 with a passing grade.
Law 514	3	Complete Law 514 with a passing grade.
Law 515	3	Complete Law 515 with a passing grade.
Law 568	3	Complete Law 568 with a passing grade.
Law 590	3	Complete Law 590 with a passing grade.

Specialization - Fashion Promo & Media

REQUIREMENT	HOURS	DESCRIPTION
IMC 314 - C min	3	Complete IMC 314 with a grade of C or better.
IMC 315 or Mktg 361 - C min	3	IMC 315 or Mktg 361 -C min (IMC-FPM)
3 additional hrs - C min	3	Complete 3 additional hours with a C or better chosen from: IMC 309 , 376 , a preapproved 3-credit fashion-themed course or a preapproved 3-credit fashion-themed internship.

Specialization - Health Communication

REQUIREMENT	HOURS	DESCRIPTION
IMC 585 - C min	3	Complete IMC 585 with a passing grade.
IMC 355 - C min	3	Complete IMC 355 with a passing grade.
1 interdisciplinary course	3	Complete one of the following interdisciplinary courses with a passing grade: PHAD 395 , PHIL 328 , REL 363 , REL 388 , PSY 301 , PSY 311 , PSY 321 , PSY 410 , PSY 417 , PSY 460 , GST 460 , PSY 465 [565], GST 465 , SW 427 , SOC 301 , SOC 310 , SOC 311 , SOC 345 , SOC 370 , HON 315 , SOC 413 , SOC 427 , SOC 455 , ANTH 349 , IMC 585 , JOUR 585 , NHM 311 , NHM 323 , NHM 328 , NHM 417 , LA 411 , SOHE 301 , SOHE 302 , SOHE 329 , SOHE 495 , SOHE 497 .

Specialization - Media Sales and Mgmt

REQUIREMENT	HOURS	DESCRIPTION
Jour 386 - C min	3	Complete Jour 386 with a grade of C or better.
Jour 388 - C min	3	Complete Jour 388 with a grade of C or better.
3 hrs media sales elect - C min	3	Complete one of the following with a C or better: IMC 355 , Spch 314 , or an approved 3-credit sales internship (internship must be approved before it starts).

Specialization - Public Relations

REQUIREMENT	HOURS	DESCRIPTION
Jour 102 - C min	3	Successfully complete Jour 102
IMC 491 - C min	3	Complete IMC 491 with a grade of C or better.
3 hrs MC Pub Rel Elect-C min	3	Complete 3 hrs of public relations electives with a grade of C or better chosen from one of the following: IMC 320 , IMC 354 , IMC 355 , IMC 492 , IMC 562 or complete an approved 3-credit internship.

Specialization - Social Media

REQUIREMENT	HOURS	DESCRIPTION
Jour 310 - C min	3	Complete Jour 310 with a grade of C or better.



REQUIREMENT	HOURS	DESCRIPTION
6 hrs of SM Emph Courses -C min	6	Complete two of the following additional courses with a grade of C or better: IMC 306 (except for IMC majors, who can't count this course toward the specialization), IMC 308 , IMC 309 , IMC 325 , Writ 350 , or an approved 3-credit social media internship, or an approved 3-credit social media-themed course in another department.

Specialization - Sports Comm & Promotion

REQUIREMENT	HOURS	DESCRIPTION
3 hrs sports course - C min	3	Complete 3 hrs with a grade of C or better chosen from the following: Jour 372 , Jour 374 , Jour 588 , Jour 589 , or a pre-approved 3-credit sports-themed course or a pre-approved 3-credit sports-themed internship.
IMC 586 - C min	3	Complete IMC 586 with a grade of C or better.
IMC 587 - C min	3	Complete IMC 587 with a grade of C or better.

Specialization - Visual Design

REQUIREMENT	HOURS	DESCRIPTION
IMC 305 - C min	3	Complete IMC 305 with a grade of C or better.
6 hrs IMC 349 , 473 , 524 - C min	6	Complete two of the following courses with a grade of C or better: IMC 349 , IMC 473 , or IMC 524 .

