

# MASS COMMUNICATION

EXPERIENCED INSTRUCTORS • ON-CAMPUS  
ONLINE • STACKABLE CERTIFICATES



Careers in mass communication are diverse and growing quickly with more emphasis on media outlets.

## CAREER opportunities

- Journalist
- Editor
- Correspondent
- News Analyst
- News Director
- Broadcast Producer
- Photographer
- Videographer
- Audio-Video Technician
- Web/Technical Writer
- Media Personality
- Disc Jockey
- News Anchor/Reporter
- Production Manager
- Public Information/Relations Specialist
- Marketing Communications Coordinator
- Technical Writer
- Social Media Manager
- Media Relations Director

## HANDS-ON LEARNING. WORKFORCE READY.

As an ever-changing industry, the media world requires ethical individuals to document and share information in multiple modes of communication while working independently or as a team.

The Mass Communication Associate in Applied Science degree provides traditional training in the foundations of writing and reporting, as well as video and audio broadcast, electronic publishing and digital content. The program offers experience working on BSC's student print and online news publication "The Mystician," broadcast production "MystiCast," radio station "The MYX" and literary arts magazine "Figments of Imagination." Students will gain on-the-job experience through a cooperative education/internship program.

### MASS COMMUNICATION PATHWAYS

#### CERTIFICATE – DIGITAL BROADCASTING (17 CREDITS)

Certificate curriculum is related to the production of video and audio and broadcasting for digital distribution. It will include development of content, use of equipment (cameras, microphones, teleprompter, tri-caster, audio board) and software (Adobe Creative Suite: Premiere Pro and Audition).

#### CERTIFICATE – PRINT AND DIGITAL PUBLICATIONS (16 CREDITS)

Certificate curriculum is related to the production of print and digital publications. It will include development, writing and editing of content; conception and design for print and website publication; proofing of copy for final publication and distribution.

#### ASSOCIATE IN APPLIED SCIENCE (AAS) – MASS COMMUNICATION

This curriculum includes a combination of general education courses with prescribed technical program courses. Students also choose from a variety of electives based on interest and career plan with options including writing and editing, broadcasting, audio/visual production, publication and web design, and public relations.

<b>Prescribed Technical Program</b>	<b>47</b>
<b>General Education</b>	<b>15</b>
<b>Total Degree Credits</b>	<b>62</b>

### PRESCRIBED TECHNICAL PROGRAM REQUIREMENTS

COMM 112	Understanding Media and Social Change	COMM 244	Reporting and Feature Writing
COMM 200	Introduction to Media Writing	COMM 270	Basic Video Production
COMM 206	Digital Communication Fundamentals	COMM 281	Reporting and Editing: Mystician
COMM 212	Interpersonal Communication	COMM 283	Video Lab: MystiCast
COMM 224	Social Media, Writing & Design	COMM 284	Radio Lab: The MYX 1
COMM 225	Introduction to Audio Production	COMM 297	Cooperative Education/Internship



**STRONG JOB  
MARKET**



**INDUSTRY  
SKILLS**



**\$39-61K STARTING  
SALARY**

**bismarckstate.edu**

\*Earning estimates were provided by Emsi Burning Glass in the spring of 2022.

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