

Program Description

The Mass Communication Transfer Pathway Associate of Arts (AA) degree program offers students a powerful option: the opportunity to complete an Associate of Arts degree with course credits that directly transfer to designated Mass Communication bachelor's degree programs at Minnesota State universities. The curriculum has been specifically designed so that students completing this pathway degree and transferring to one of the five Minnesota State universities enter the university with junior-year status. All courses in the Transfer Pathway associate degree will directly transfer and apply to the designated bachelor's degree programs in a related field.

Minnesota State Universities - Designated Degrees

- Bemidji State University: Mass Communications BS
- Minnesota State University, Mankato: Mass Media BS
- Minnesota State University, Moorhead: Advertising BS, Broadcast Journalism BS, English and Mass Communications BA, Integrated Advertising & Public Relations BS, Multimedia Journalism BS, Photojournalism BS, Public Relations BS
- St. Cloud State University: Mass Communications BS
- Winona State University: Mass Communications BA (Advertising, Creative Digital Media, Journalism, Public Relations)

Program Goals

By completing this program, students will achieve the following learning goals:

1. Critically evaluate mass media messages, applying theories of media analysis;
2. Identify the goals, methods, and histories of various mass media;
3. Identify the components of various mass communication processes;
4. Apply analytical and critical thinking techniques to become more media literate;
5. Demonstrate ability to write clearly and concisely;
6. Identify, explain, and demonstrate what constitutes a professional media story;
7. Identify, obtain, and evaluate credible and diverse sources of information;
8. Demonstrate the ability to tell stories across various media platforms and audiences;
9. Identify basic tools, functions, and goals of public relations;
10. Identify strategies, tactics, techniques, and theories of public relations;
11. Analyze and target messages for diverse audiences;
12. Examine the history and evolution of the public relations field;
13. Recognize and apply the basics of a public relations campaign; and
14. Explore the legal and ethical implications of public relations campaign designs.

Required Courses: 60 Total Credits

- MCOM 1100 Introduction to Mass Communication 3
- MCOM 1151 Principles of Public Relations 3
- MCOM 2121 Media Writing 3

Choose eight credits from any academic discipline which will serve as General Elective credits. Suggested courses are listed below:

- MCOM 1109 Practical Experience in Journalism and Mass Communication..... 1
- ART 1150 Introduction to Graphic Design..... 3
- ART 1155 Introduction to Digital Photography 3
- ART 1165 Introduction to Black and White Film Photography..... 3
- ART 1166♦ Photography II 3
- ART 1172 New Media Design I..... 3
- ART 1173♦ New Media Design II 3
- ART 2165♦ Digital Photography II..... 3

Complete at least 40 credits in courses from the Minnesota Transfer Curriculum (MnTC), including all courses listed. You must complete all ten goal areas and maintain a cumulative 2.0 GPA for the entire MnTC. One course may satisfy more than one goal area, but the course credits may be counted only once.

- 1. Communication
 - ENGL 1120♦ **OR** ENGL 1121♦ 4
 - CMST 2215 3
- 2. Critical Thinking
- 3. Natural Science
- 4. Mathematical/Logical Reasoning
- 5. History/Social/Behavioral Sciences
- 6. Humanities/Fine Arts
- 7. Human Diversity
- 8. Global Perspective
- 9. Ethical/Civic Responsibility
- 10. People and the Environment
- Choose any HPER course(s) totaling at least three credits 3

Pathway Plan

The following two-year Pathway Plan is suggested for full-time students. Part-time students will need more time to complete this pathway. For assistance with pathway planning, students should schedule an appointment with an academic advisor. See also the college catalog Appendix for course offering information.

♦ *Course has prerequisite - see course schedule or catalog description.*
^ *Course requires Instructor permission.*

NOTE: You are encouraged to contact an academic advisor at 763-433-1230 for course planning assistance and information about transfer credit evaluation and transfer options.

Mass Communication Transfer Pathway

Associate of Arts (AA) Degree

Semester One (16 Credits)

- CMST 2215 Public Speaking 3
- ENGL 1120♦ Cross-Current College Writing and Critical Reading
OR
- ENGL 1121♦ College Writing and Critical Reading 4
- HPER course(s) 3
- General Ed/MnTC (Goal 4) 3
- General Ed/MnTC (Goal 5) 3

Semester Two (16 Credits)

- MCOM 1100 Introduction to Mass Communication 3
- General Ed/MnTC with lab (Goal 3)..... 4
- General Ed/MnTC (Goal 6) 3
- General Ed/MnTC (Goal 7) 3
- Elective 3

Semester Three (15 Credits)

- MCOM 2121 Media Writing 3
- General Ed/MnTC (Goal 3) 3
- General Ed/MnTC (Goal 8) 3
- General Ed/MnTC (Goal 10) 3
- Elective 3

Semester Four (13 Credits)

- MCOM 1151 Principles of Public Relations..... 3
- General Ed/MnTC (Goal 6) 3
- Electives 7

Degree Specifics

- A minimum of 60 semester credits in courses numbered 1000 or above.
- A minimum cumulative grade point average (GPA) of 2.0 in courses numbered 1000 or above at ARCC.
- Some students may need preparatory courses in the areas of English, mathematics or reading. Courses numbered below 1000 will not apply toward this degree.
- Satisfy residency requirements.
- A minimum grade of C must be earned in all program requirements.
- Completion of specific degree requirements.
- Each state university has specific program requirements for completion. Please speak with your advisor about requirements at receiving institutions.
- To receive your diploma, you must apply to graduate.
- The requirements of this program are subject to change without notice.

♦ *Course has prerequisite - see course schedule or catalog description.*

^ *Course requires Instructor permission.*

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