DEPARTMENT OF MASS COMMUNICATION

Located in the Dan Rather Communications Building, the Department of Mass Communication offers a unique educational experience. In daily, one-on-one contact with faculty from a variety of theoretical and practical backgrounds, students are exposed to a combination of hands-on production classes, professional development classes, and traditional theory/criticism classes.

Students with a major or minor in the MCOM Department will have the opportunity to work with departmental media: 90.5 KSHU-FM, 90.5.2 El Gato, Cable Channel 7, The Houstonian newspaper, student news, and Priority One PR as part of their college experience.

All Mass Communication majors and minors must earn a grade of ‘C’ or better in each Mass Communication courses, and successfully pass the departmental required competency writing and production tests.

The Department supports student chapters of the American Advertising Federation (AAF), the National Broadcasting Association (NBS), the Texas Association of Broadcast Students (TABS), the Public Relations Student Society of America (PRSSA), and the National Association of Black Journalists (NABJ).
Mass Communication majors will not be allowed to count courses required for their concentration toward the minor in Sports Media. Prescribed electives for the minor should be taken instead to meet the 18 credit hour total. Mass Communication majors will be permitted to count concentration electives toward the minor.

The minor in sports media is 18 semester credit hours and enhances instruction for students seeking a career in sports media. Prerequisite courses resulting in additional semester credit hours may be required.

**CURRICULUM REQUIREMENTS:**

**Media Production**
Choose three from the following:

- Sports Broadcasting
  - MCOM 2371 TV & Film Production
  - MCOM 3026 Media Practicum (Sports Broadcasting)

- Sports Writing
  - MCOM 2362 News Reporting
  - MCOM 3026 Media Practicum (Houstonian)
  - MCOM 3360 Specialized Writing (Sports Journalism)

**Media Theory and Administration**
Choose two from the following:

- KINE 3378 Administration of Kinesiology & Sport
- KINE 3388 Sports in Contemporary Society
- MCOM 4366 Social Implications of Media

**Prescribed Electives**
Choose one from the following:

- ECON 4353 Economics of Sports
- KINE 3365 Sport Law
- KINE 3389 Gender and Sport
- MCOM 3365 Announcing for Broadcast News
- MCOM 3372 Single Cam & Non-Linear Editing I
- MCOM 3379 Multi-Camera Field Production
- MCOM 4393 Global Media Communication
- SOCI 2366 Sociology of Sport