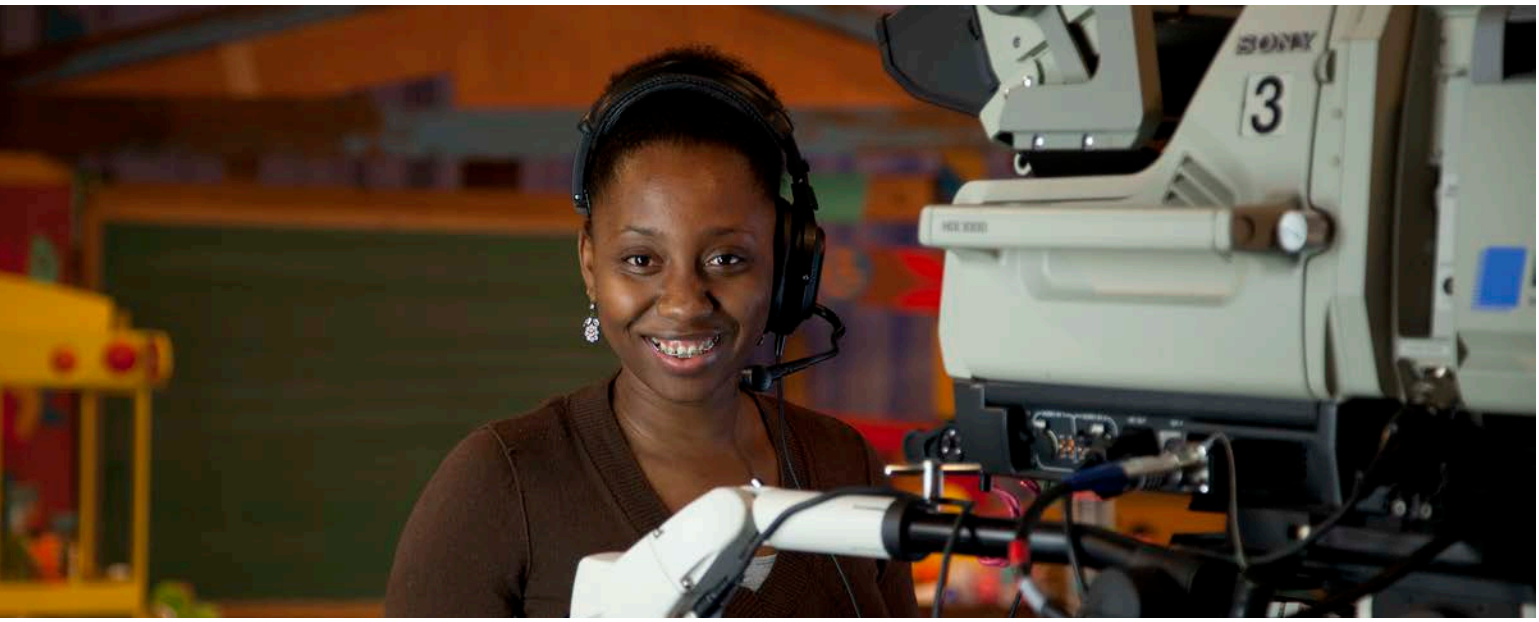
MASS COMMUNICATIONS



Your smart phone's social media alerted you to a traffic jam that will snarl your morning commute. Your local television news confirmed the traffic jam, but soon after a local radio personality confirmed that traffic is moving again. An attractive billboard along the highway reminds you of that cup of coffee you're craving— and it's not even 9 a.m. What you just read illustrates just a few of the many forms of mass media that affects us every day. Whether it's a news report on the web or radio, clever advertising, website or social media, we are constantly impacted by the mass media. And with a degree in Mass Communications from King's, you'll be prepared to work in a world governed by media convergence.

Mass Communications at King's

At King's, our program allows you to tailor your interests in four tracks. However, if you aren't sure of your future direction, the program is designed to provide you with practical, diverse skills in Mass Communications to prepare you for gainful employment.

Broadcast and Social Media

Students in this track learn both the technical and aesthetic characteristics required of professionals in broadcasting careers, both on-the-air and behind-the-scenes, and learn effective strategy and implementation of social media.

Journalism

The journalism track covers print (newspapers and magazines), broadcast (radio and television) and converging media (news coverage on the Internet). Students are taught the structure of a good story, how to write it and journalism ethics.

Video Game Design

Students in this track learn cutting edge video game design through hands-on work, applying theories of cognitive information processing and the role of culture in the video game design process to create meaningful player experiences.

Visual & Brand Communications

Students in this track become visually literate and adept at producing graphic design for all forms of mass media, including print, web and multimedia. In addition, students learn advertising strategy, media planning and buying, copy writing, ad design, and public relations. This track also incorporates marketing courses.

Internships & More

Opportunities to do internships begin after the sophomore year. We have had students intern with The Today Show, MTV, The Chew, Sirius XM, NBA, Washington Redskins, NBC 10 News in Philadelphia, and ABC News in London as well as other sites across the globe. In addition to taking classes, students are encouraged to build their skill sets and résumés by getting involved with campus media and related clubs including KCTV (King's College High-Definition TV), InHouse Design Club (graphic design organization), WRKC-FM (award-winning college radio station), and The Crown (award-winning student newspaper). As added value students may obtain a concentration or a minor in Marketing to enhance their employability upon graduation. They are offered through the William G. McGowan School of Business, which is accredited by AACSB International - the Association to Advance Collegiate Schools of Business. This international accreditation represents the highest standard of achievement for a business school.

To learn more about majoring in Mass Communications at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.

Mass Communications (122 Credit Hours)

Suggested Sequence

- Use the information below as a guide when selecting courses.
- Consult your Academic Advisor prior to course registration.
- Refer to the King's College Catalog and/or website for course titles and descriptions.
- Choose one course from each CORE category as listed for Mass Communications Majors
  - CORE courses may be taken in any order approved by the academic advisor with the following conditions:
    - CORE 100 and CORE 110 should be taken in the first year.
    - CORE 115 (or 116) should be taken within the first two years.
    - For students selecting a Foreign Language (CORE 14x), every effort should be made to register for that language in the first semester at King's.

1st Year - Fall	cr.	1st Year - Spring	cr.
COMM 111 Survey of Mass Communications	3	COMM 131 Writing for Mass Communications	3
COMM 115 Computer Applications for Mass Communications	3	COMM 233 Introduction to Visual Communications	3
CORE 110 Effective Writing	3	CORE	3
CORE	3	CORE	3
CORE	3	CORE	3
CORE 090 First Year Experience	1		
	16		15
2nd Year – Fall		**2nd Year – Spring**	
COMM 237 Mass Communications Law	3	COMM 296 Mass Communications Practicum	3
COMM Track	3	COMM Track	3
COMM Track	3	COMM Track	3
CORE	3	CORE	3
Free Elective or Marketing Minor (MSB 210*)	3	Free Elective or Marketing Minor	3
	15		15
3rd Year – Fall		**3rd Year – Spring**	
COMM 499 Mass Communications Internship	3	COMM 311 Theories & Persp. in Mass Communications	3
COMM Track	3	COMM Track	3
CORE	3	CORE	3
CORE	3	CORE	3
Free Elective or Marketing Minor	3	Free Elective or Marketing Minor	3
	15		15
4th Year – Fall		**4th Year – Spring**	
COMM 493 Research Methods in Mass Communications	3	COMM Track	3
COMM Track	3	COMM 490 ePortfolio for Mass Communications	1
CORE	3	CORE	3
CORE	3	CORE	3
Free Elective or Marketing Minor	3	CORE	3
		Free Elective or Marketing Minor	3
	15		16
Total Credits Required for Graduation = 122			

*MSB 210 Principles of Marketing is a prerequisite for all other marketing courses

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kings.edu/socialmedia

kings.edu