

West Chester University ~ Department of Communication & Media

Media and Culture Minor Advisement Sheet

Student ID/Name: _____

Student Professional Focus: _____

The Media and Culture (MDC) program is intended for undergraduate students who want to develop specialized expertise and skills in media-related fields, be able to use and create content for a variety of media technologies, and think critically about the intersections of media and diverse cultural contexts.

You can select a MDC professor and find office hours on the Department of Communication and Media website.

LAST REVISION: March 2022

- MDC Minor classes taken Pass/Fail will not count toward your minor requirements
- The MDC Minor requires at total of 18 credits obtained through the below specific classes

- You may complete your minor with electives in our Upper Level courses.
- Note: a minimum of C is required for all courses counting towards the minor.

Date: _____

Current Credits: _____/120

MEDIA AND CULTURE MINOR CORE CLASSES

MDC250 _____ / _____

MDC251 _____ / _____

Media and Culture Minor

(Use this form to record your final grade & semester of completion.)

NOTES: ** this form can help you record your semester and recorded grade (e.g., MDC250 Sp 2020 / B-)

Media and Culture Electives

(Select ONE from the below classes:

MDC252 _____ / _____ MDC255 _____/_____

MDC253 _____ / _____

MDC254 _____ / _____

<p><u>WRITING FOR BROADCAST AND PUBLIC RELATIONS</u></p> <p><u>MEDIA LITERACY</u></p> <p><u>MEDIA & CULTURE THEORY</u></p>

MEDIA AND CULTURE MINOR ELECTIVES

(9 credits from the courses listed below. At least two courses must be from one of the Concentrations. Note: The third course can be from that same Concentration or any of the other two Concentrations.)

Culture Concentration

- MDC 314 _____ Games, Culture, and Theory
- MDC 316 _____ Mediated Communication: Internet Culture & Society
- MDC 322 _____ Culture & Organizations
- MDC 350 _____ Advanced Intercultural Communication
- MDC 360 _____ African American Culture and Communication
- MDC 420 _____ Media & Protest
- MDC 422 _____ Consulting for Careers in Media & Culture
- MDC 470 _____ Intercultural Communication Training

Strategic Communication Concentration

- MDC311 _____ Communication Professions in Sports
- MDC321 _____ Search Engine Optimization & Management
- MDC323 _____ Media Audiences
- MDC325 _____ Strategic Social Media
- MDC355 _____ Introduction to Public Relations
- MDC370 _____ Event Production Using Media
- MDC421 _____ Content Strategy
- MDC423 _____ Media Campaigns
- MDC460 _____ Communication and Advertising

Production Concentration

- ART113 _____ Digital Media
- CSW131 _____ Introduction to Web Design
- MDC203 _____ The Philadelphia Media Experience
- MDC 217 _____ Introduction to Video Production
- MDC 317 _____ Advanced Video Production
- MDC 320 _____ Communication on Television and Radio
- HON320 _____ Global Issues Seminar (Media in Ireland/England)

NOTE: MDC490, 491, 492 Special Topics and MDC493 Directed Studies can be taken more than once for credit when topics do not repeat.