

Media Studies (BA)

This program is offered by the School of Communications/ Communications and Journalism Department. It is available online, at the St. Louis home campus and at select international campuses. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

Program Description

The media studies major is a broad communication experience within the School of Communications. In this program, students explore the design, delivery and effects of media messages in a range of communication fields and across multiple communication platforms. Media studies majors approach media from academic and practical standpoints, develop diverse professional portfolios and hone skills integral to a variety of media careers. The media studies degree affords an excellent foundation for pursuing a variety of careers within any organization that uses and values communication.

Learning Outcomes

Successful graduates of this program will be able to:

- Develop media content for different fields, platforms and audiences.
- Demonstrate an understanding of the need to think ethically when creating messages.
- Evaluate media in historical and global context.
- Conceive and implement effective communication strategies.
- Analyze media content and effects.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 39-44 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- EPMD 1000 Introduction to Media Production (3 hours)
- MDST 1010 Media Foundations (3 hours)
- MDST 1050 Media Writing (3 hours)
- MDST 1160 Communication for Media Professionals (3 hours)
- MDST 2100 Media Literacy (3 hours)
- MDST 2800 Media, Diversity and Society (3 hours)
- MDST 2500 Professional Development for Media Careers (3 hours)
- MDST 3100 Social Media Strategies & Tactics (3 hours)
- MDST 3260 Global Media Practice (3 hours)
- MDST 3300 Media Law, Ethics & Policy (3 hours)
- MDST 4110 Digital Media & Culture (3 hours)
- MDST 4200 Media Research (3 hours)
- MDST 4620 Media Practicum/Thesis* (3-4 hours**)
or MDST 4950 Internship* (3-8 hours)

*Capstone Course - student must earn a grade of no less than B.

**Students wishing to complete their degree at Webster Vienna Private University must select the thesis option and register for 4 hours.

Students in the media studies program are encouraged to explore minors, certificates or even other majors to expand their experience.

Students may petition to complete a professional media practicum (internship) or senior overview with a focus in their area of concentration.