

School of

MEDIA AND COMMUNICATION

MAJORS



- Communication Studies BA
- Communication Studies BS
- Digital Journalism BA
- Media and Entertainment Arts (Film) BA
- Media and Entertainment Arts (Media and Entertainment Arts Management) BS
- Media and Entertainment Arts (Sound and Recording Arts) BS
- Media and Entertainment Arts (Video Arts) BS
- Strategic Communication BA

* Available fully online


MINORS

- Communication Studies Minor*
- Digital Innovation Minor
- Digital Journalism Minor
- Mass Communication Minor
- Media and Entertainment Arts (Film) Minor
- Media and Entertainment Arts (Video Arts) Minor
- Media and Entertainment Arts (Media and Entertainment Arts Management) Minor
- Media and Entertainment Arts (Sound and Recording Arts) Minor
- Strategic Communication Minor

CONTACT US

 6601.266.4258  communication@usm.edu

 usm.edu/media-communication

 [@usmartsandsciences](https://www.instagram.com/usmartsandsciences)





Post-secondary students in the State of Mississippi often choose to attend a Mississippi community college (MS CC) and earn an associate degree before transferring to The University of Southern Mississippi to complete their bachelor's degree. To make this transition as smooth as possible and to ensure no credits are lost, we have created this transfer guide. In most, but not all, cases, students may complete a bachelor's degree in what we refer to as a '2+2' format:

2 years at a MS CC for an associate degree, which includes general education coursework
 +
 2 years at USM to complete the bachelor's degree

Please use the key below to determine which courses you must, should, or could take at a Mississippi community college before transferring to Southern Miss.

KEY



 MUST	Students who do not complete these requirements at a MS CC cannot complete their bachelor's degree in the 2+2 format.
 SHOULD	Students should complete these requirements at a MS CC in order to have the smoothest transition to Southern Miss. It may still be possible to complete a bachelor's degree in the 2+2 format without taking these courses, but it will be challenging.
 COULD	Students could complete these requirements at a MS CC if they desire. Not taking these courses prior to transferring will not affect a student's ability to complete their bachelor's degree in the 2+2 format.
 CALCULUS READINESS	Calculus is required on this degree plan. Students should arrive at Southern Miss ready to take Calculus I, which means they must have completed Trigonometry or have a Math ACT subscore ≥ 26 . Students may complete Calculus I prior to transferring if they desire.



NOTE: *This document is intended as a guide; it does not guarantee graduation in the 2+2 format. Degree requirements are subject to change. Please consult the school of your desired major for up-to-date requirements.*

Additional majors are available from the other Southern Miss colleges.

College of Education & Human Sciences

Hattiesburg 601.266.4568
 Gulf Park 228.214.3340

College of Nursing & Health Professions

Hattiesburg 601.266.5445
 AskCNHP@usm.edu

College of Business & Economic Development

Hattiesburg 601.266.4659
 Gulf Park 228.214.3447
 business@usm.edu



COMMUNICATION STUDIES



PROGRAM INFO

Communication fosters success in personal relationships, business, and society. The Communication Studies program focuses on the soft skills of human interactions, how people make meaning of the words and symbols that bombard them all day, and get to the core ideals of what moves society forward. Communications majors study gender issues, social movements, political campaigns, race relations, and interpersonal conflict, among other topics.

CAREER OUTLOOK

Government, non-profit, corporate, and small business organizations are all consistent when asked what they need to succeed: leaders and organizers who communicate effectively. Common career paths for communication studies graduates include sales, management, human relations, politics, and nonprofit work in health, legal, political, organizational, and social settings.

KNOWLEDGE & SKILLS

Focusing on oral, face-to-face interaction, students learn how to:

- Persuade
- Debate
- Speak publicly
- Manage conflicts
- Lead groups
- Interview
- Interpret nonverbal messages

RESEARCH AT USM

All communications faculty are research active, and undergraduates have the opportunity to work with them. Students have aided in collecting data in the field, coding data, collecting texts for analysis, and writing literature reviews. Additionally, faculty work with students on honors theses, McNair Scholar projects, and student papers for conferences.

OPPORTUNITIES



SCHOLARSHIPS

There are several scholarships for majors. The Siltanen-Hosman scholarship and the Elliott and Bonnie Pood Communication Studies Scholarship are awarded to students who are outstanding and involved in leadership activities.



INTERNSHIPS

Students are encouraged to pursue an internship. Recent graduates have interned in D.C., on political staffs, with Amnesty International, with Mississippi nonprofit organizations, in on-campus university offices, and many other situations.

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COMMUNICATION STUDIES BA AND BS

2+2



Complete all requirements for a MS community college associate degree, including general education coursework, and...



COULD

Take these major-specific courses.

Complete the fourth semester a world language. (BA only)

CHECKLIST




COURSES

Updated August 2023

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Courses at Community College

Equivalent Courses at Southern Miss

 COM 1113 or SPT 1113	CMS 111 Public Speaking
 COM 2173 or SPT 2173	CMS 305 Interpersonal Communication
 WORLD LANGUAGE (BA only) through fourth semester	FRENCH, GERMAN, SPANISH Regularly offered at USM



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DIGITAL JOURNALISM



PROGRAM INFO

Digital journalists are truth-tellers and storytellers, sketching society both as it is and how it could be. This program consists of core skills and courses that cover the basics of storytelling, information gathering, and production. Students are then asked to specialize in one of two tracks, broadcast or multimedia. Broadcast is designed for students who see themselves working in television, radio, NextGen TV, and the like. Multimedia is for students who see themselves pursuing positions on digital news outlets, magazines, newspapers, podcasting, and other venues.

CAREER OUTLOOK

Our program is designed to prepare students for a variety of career positions in industries associated with news, digital media production, website management, social media creation and management, news reporting and editing, sports reporting, television producing, writing across platforms, and photojournalism.

For several years the demand for our graduates has exceeded the number of graduates available.

KNOWLEDGE & SKILLS

We emphasize the basics of reporting, writing, editing, design, photography, and multimedia, such as video, across a variety of platforms. Professional preparation also requires an understanding of the historical, ethical, and social responsibility of journalism. We strive to achieve an integration of practice and theory in our courses.

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OPPORTUNITIES



SCHOLARSHIPS

There are 15 program-specific scholarships geared toward students in the School of Media and Communication.



STUDY ABROAD

In British Studies, London becomes the students' classroom as they experience their subject first-hand and conduct research supervised by their professor. Students become mobile journalists, compiling a body of work online to develop practical, academic and technology skills in one of Europe's most exciting cities. Lectures and behind-the-scenes tours give an insider's perspective of the rapidly changing industry and its stark differences from American journalism. Students analyze Britain's news coverage - print and broadcast - its public relations practices, advertising policies, and the pros and cons of each in four nonstop weeks each summer.



INTERNSHIPS

All students are highly encouraged to do at least one internship. Internships are among the best indicators of successful placement after graduation. Students routinely find internship positions in regional and national news outlets, production houses, and a variety of agencies and institutions that require content creation for web and social media use.

DIGITAL JOURNALISM BA 2+2

Complete all requirements for a MS community college associate degree, including general education coursework, and...



- 👍 **SHOULD** Pick one of the two options below:
 - Option 1: Take these 3 major-specific courses.
 - Option 2: Take 1 humanities and 1 social science elective in addition to your general education courses and complete the fourth semester of a world language.

- 💡 **COULD** Do both option 1 and option 2.

CHECKLIST

COURSES

Updated August 2023

	Courses at Community College	Equivalent Courses at Southern Miss
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>OPTION 1</p> <ul style="list-style-type: none"> 👍 COM 2483 👍 COM 2463 or JOU 1313 👍 JOU 1323 	<p>MCJ 101 Media Literacy</p> <p>MCJ 102 Media Writing</p> <p>MCJ 203 News Writing and Reporting</p>
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>OPTION 2</p> <ul style="list-style-type: none"> 👍 HUMANITIES ELECTIVE (Select 1 in addition to general education courses) 👍 SOCIAL SCIENCE ELECTIVE (Select 1 in addition to general education courses) 👍 WORLD LANGUAGE through fourth semester 	<p>English, History, Film, Women and Gender Studies, Philosophy, Religion, Humanities</p> <p>Anthropology, Geography, Political Science, Sociology</p> <p>FRENCH, GERMAN, SPANISH Regularly offered at USM</p>



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MEDIA & ENTERTAINMENT ARTS

FILM, VIDEO ARTS, SOUND & RECORDING ARTS, MANAGEMENT



PROGRAM INFO

We prepare students for the multibillion-dollar media and entertainment arts industries. The program features a set of core courses in media production and industry essentials shared by three majors:

- Management, for students interested in the business side of entertainment
- Video Arts, for students desiring the commercial and visual side of entertainment
- Sound & Recording, for students interested in music and live productions

The film program is housed on USM's beautiful Gulf Park campus and prepares students to contribute to the growing fields of cinematic writing, producing, and promoting. Film faculty ask students to engage both in the artistic elements of film and its applications across fields that value visual story telling.

CAREER OUTLOOK

The media and entertainment industry is constantly evolving and new job opportunities are emerging all the time. As technology continues to advance, individuals with strong digital and creative skills are likely to be in high demand across all industries.

KNOWLEDGE & SKILLS

Media and entertainment arts students learn:

- Pre-production, production, and post-production processes, including scriptwriting, casting, filming, editing, and sound design
- Creativity and storytelling
- Analysis of media messages and their impact on society
- Identification of bias, propaganda, and manipulation in content
- Industry-standard software and equipment
- Collaboration
- The business side of the media and entertainment industry, including marketing, distribution, and finance.
- A deeper understanding of diverse cultures and how they are represented

SCHOLARSHIPS



There are 15 program-specific scholarships geared toward students in the School of Media and Communication.

INTERNSHIPS



Internships are among the best indicators of successful placement after graduation. Recent internships have included a variety of television and live production positions, as well as social media and content creation jobs.

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MEDIA AND ENTERTAINMENT ARTS BS

(All Emphases, except Film)

2+2

Complete all requirements for a MS community college associate degree, including general education coursework, and...



COULD

Take 3 major-specific courses.

Sound & Recording Arts emphasis only. Select 1 music course.





CHECKLIST

COURSES

Updated August 2023

Courses at Community College

Equivalent Courses at Southern Miss

<input type="checkbox"/>	 COM 2483	MCJ 101 Media Literacy
<input type="checkbox"/>	 MUS 1313	MEA 201 Media and Entertainment Arts Business and Industry
<input type="checkbox"/>	 MUS 1433	MEA 230 Introduction to Audio Production
<input type="checkbox"/>	 MUSIC (Select 1) (Sound & Recording Arts only)	MUS 101 Music Theory I MUS 102 Music Theory II MUS 165 Enjoyment of Music
	MUS 1213	
	MUS 1223	
	MUS 1113	



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MEDIA AND ENTERTAINMENT ARTS (FILM) BA

(Page 1/2)

2+2

Complete all requirements for a MS community college associate degree, including general education coursework, and...



COULD

Take both World Civilizations courses and a philosophy elective.
(May duplicate general education coursework)
Complete the fourth semester of a world language.
Take 1 humanities elective and 1 social science elective in addition to your general education coursework.

CHECKLIST

COURSES

Updated August 2023

Courses at Community College

Equivalent Courses at Southern Miss



WORLD CIVILIZATIONS

HIS 1113 or **HIS 1163**
Western/World Civilizations I

HIS 1123 or **HIS 1173**
Western/World Civilizations II

HIS 101
World Civilizations: Beginnings to 1500 C.E.

HIS 102
World Civilizations: 1500 to the present



PHILOSOPHY ELECTIVE

(Select 1)

PHI 2113
Introduction to Philosophy I

PHI 2123
Introduction to Philosophy II

PHI 2143
Introduction to Ethics

PHI 2613
Introduction to World Religions

PHI 151
Introduction to Philosophy

PHI 151
Introduction to Philosophy

PHI 171
Ethics and Good Living

REL 131
Comparative Religion



WORLD LANGUAGE
through fourth semester

FRENCH, GERMAN, SPANISH
Regularly offered at USM



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MEDIA AND ENTERTAINMENT ARTS (FILM) BA (Page 2/2)

2+2

Complete all requirements for a MS community college associate degree, including general education coursework, and...



COULD

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(May duplicate general education coursework)
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COURSES

Updated August 2023

Courses at Community College

Equivalent Courses at Southern Miss



HUMANITIES ELECTIVE

(Select 1)

- HIS 2213**
American (U.S.) History I
- HIS 2223**
American (U.S.) History II

OTHER

- HIS 201**
Survey of United States History to 1877
- HIS 202**
Survey of United States History since 1877

OTHER OPTIONS
Available at USM only



SOCIAL SCIENCE ELECTIVE

(Select 1)

- ANR or SOC 2213**
Introduction to Anthropology
- GEO 1113**
World Regional Geography
- SOC 2113**
Introduction to Sociology

- ANT 101**
The Human Experience: A Global Perspective on Human Diversity
- GHY 101**
World Geography: Dynamics of a Changing Earth
- SOC 101**
Understanding Society: Principles of Sociology



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STRATEGIC COMMUNICATION



PROGRAM INFO

The Strategic Communication (Stratcom) program is designed to teach students how to influence and further an organization's mission through the art and science of the earned, owned, paid, and shared media model. The program teaches students mastery of this media model and how to deploy an array of tools to craft, track and measure communication effectiveness. This program offers four tracks: public relations, advertising, media sales, and organizational communication.

KNOWLEDGE & SKILLS

Stratcom students take a core set of courses to learn basic persuasive writing, design techniques, law, and ethics. Students then select one of four specialties: public relations, for students seeking agency or corporate jobs; advertising, for students who pursuing the creative side of messaging; media sales, for those who want to go into media purchasing and selling, and organizational communication, for students who want to help companies and businesses improve leadership and management efficiency.

CAREER OUTLOOK

Demand for graduates with communication skills is rising, with the U.S. Bureau of Labor Statistics reporting that jobs associated with strategic communication are expected to increase by about 9 percent by 2030.

Common job titles include creative director, brand manager, advertising manager, media planner, account planner, and digital media specialist.

OPPORTUNITIES



SCHOLARSHIPS

Each year the USM Foundation awards over \$20,000 in scholarship funds geared toward students in the School of Media and Communication.



INTERNSHIPS

All Strategic Communication students are highly encouraged to do at least one internship during their college career. Internships are among the best indicators of successful job placement after graduation.

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STRATEGIC COMMUNICATION BA 2+2

Complete all requirements for a MS community college associate degree, including general education coursework, and...








-  **SHOULD** Pick one of the two options below:
 - Option 1: Take these 2 major-specific courses.
 - Option 2: Take 1 humanities and 1 social science elective in addition to your general education courses and complete the fourth semester of a world language.
-  **COULD** Do both option 1 and option 2.

CHECKLIST

COURSES

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<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>OPTION 2</p> <ul style="list-style-type: none">  HUMANITIES ELECTIVE (Select 1 in addition to general education courses)  SOCIAL SCIENCE ELECTIVE (Select 1 in addition to general education courses)  WORLD LANGUAGE through fourth semester 	<p>English, History, Film, Women and Gender Studies, Philosophy, Religion, Humanities</p> <p>Anthropology, Geography, Political Science, Sociology</p> <p>FRENCH, GERMAN, SPANISH Regularly offered at USM</p>



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