

**Associate of Science in Mass Communication  
and certificate programs**

**Campbellsville University**

## **Associate of Science in Mass Communication**

### **Degree Summary**

General Education 29  
(One of those courses must be MAC 140 Intro to Communication)

Mass Communication Courses 31  
**Total hours required for degree 60**

### **Mass Communication Core . . . . . 25**

MAC 175 Introduction to Broadcasting/Digital Media 3  
MAC 210 Mass Media and Society 3  
MAC 240 Reporting and News Writing 3  
MAC 245 Copyediting 3  
MAC 300 Social Media 3  
MAC 330 Photojournalism 3  
MAC 345 Mass Media Ethics 3  
MAC 365 Public Relations 3  
MAC 386 Practicum 1

### **Electives, chose two . . . . . 6**

MAC 275 Broadcasting and Digital Media I 3  
MAC 370 Media Advertising 3  
MAC 375 Broadcasting and Digital Media II 3  
MAC 380 Special Topics 3  
MAC 465 Graphic Design for Mass Media 3

### **Total Mass Communication Hours Required . . . . . 31**

**Certificates for Mass Communication  
Online**

<b>Digital/Social Media</b>	<b>18 Hours</b>
MAC 175 Introduction to Broadcasting/Digital Media	3
MAC 275 Broadcasting and Digital Media I	3
MAC 300 Social Media	3
MAC 330 Photojournalism	3
MAC 465 Graphic Design for Mass Media	3
Select one of the following:	
MAC 345 Mass Media Ethics	3
MAC 405 Mass Media Law	3
<b>Digital Reporting</b>	<b>18 Hours</b>
MAC 175 Introduction to Broadcasting/Digital Media	3
MAC 240 Reporting and Newswriting	3
MAC 245 Copyediting	3
MAC 275 Broadcasting and Digital Media I	3
MAC 440 Advanced Reporting and Newswriting	3
Select one of the following:	
MAC 330 Photojournalism	3
MAC 465 Graphic Design for Mass Media	3
<b>Visual Journalism</b>	<b>18 Hours</b>
MAC 175 Introduction to Broadcasting/Digital Media	3
MAC 240 Reporting and Newswriting	3
MAC 275 Broadcasting and Digital Media I	3
MAC 330 Photojournalism	3
MAC 465 Graphic Design for Mass Media	3
Select one of the following:	
MAC 421 Advanced Photojournalism	3
FLM 330 Film Production	3
<b>Marketing/Public Relations</b>	<b>18 Hours</b>
MAC 300 Social Media	3
MAC 365 Public Relations	3
MAC 370 Media Advertising	3
MAC 371 Writing for Public Relations	3
MAC 461 Advanced Public Relations	3
Select one of the following:	
MAC 430 Broadcasting Sales and Management	3
MAC 465 Graphic Design for Mass Media	3