

**Big  
ideas.**  
Real-world thinking.



**MINNESOTA STATE  
UNIVERSITY**  
MANKATO

## MASS COMMUNICATION *College of Humanities and Social Sciences*

### OVERVIEW

The Department of Mass Communication prepares students to become engaged, knowledgeable, and ethical communicators, advocates, and storytellers. We inspire students to embrace media technologies, create diverse stories, think critically about media institutions, and foster the public good by advancing socially responsible mass communication through education, research, and service.

### DEGREES & CAREER OPPORTUNITIES

#### Degrees:

Mass Communication, Bachelor of Arts (BA)  
Mass Communication, Bachelor of Science (BS)  
Mass Communication, Public Relations Emphasis, Bachelor of Science (BS)

#### Minors:

Advocacy, Minor  
Mass Media, Minor

#### Affiliated Degrees:

Integrated Communication, Bachelor of Science (BS)  
Film and Media Studies, Bachelor of Arts (BA)  
Professional Communication, Graduate Certificate

#### Careers:

Careers in mass communication requires intelligent, ambitious people with excellent communication skills. A major in Mass Communication can lead to many different options for graduates. Among those options are careers in news production and strategic communication (public relations, marketing, and advertising). Communications careers can also be found in fields such as business, health care, sports, and non-profits.

Career opportunities in Mass Communications are stable and even growing in fields such as public relations and multimedia production. Job placement for Minnesota State Mankato graduates remains good and top local and regional companies often recruit our programs' graduates.

An undergraduate degree in Mass Communication is an excellent foundation for graduate work in communications and related fields such as film and public relations. Mass Communication graduates have also pursued advance degrees in a variety of fields such as accounting, political science, and law.

### QUALITY OF OUR PROGRAM

#### Affiliations:

Mass Communication and Communication Studies are the foundation of the School of Communication at Minnesota State Mankato. We are affiliated with professional organizations such as the Association for Education in Journalism and Mass Communication, American Journalism Historians Association and the International Association for the Study of Literary Journalism. On campus, Mass Communication students have the opportunity to gain hands-on experience at The Reporter (the campus newspaper) and KMSU-FM (the campus radio station).

#### Faculty:

All full-time faculty in the department have doctorates and a wealth of professional-media experience, including work in public relations, news production, photography and broadcasting. The department does not use teaching assistants to teach any of its courses for majors, but it does employ excellent professionals to teach some courses.

Our faculty routinely present results of their research at national and international forums, including the annual conventions of the Association for Education in Journalism and Mass Communications and the American Journalism Historians Association. Faculty have also published in such journals as *Journalism and Mass Comm Quarterly*, *Journalism Educator*, *Editor & Publisher* and *American Journalism*.

#### Alumni:

Our graduates have gone on to media-related jobs with such organizations as USA Today, the Mayo Clinic, The Minnesota Timberwolves, Weber Shandwick Worldwide, the Baltimore Sun, the Minneapolis StarTribune, the St. Paul Press, the U.S. Olympic Committee, ESPN and ABC Sports. Alumni are found at magazines, newspapers, radio and TV stations and public relations, advertising and marketing operations throughout Minnesota and beyond. They regularly produce stories, images and video in a variety of forms, as well as create podcasts, design print and online displays and manage social-media accounts. Our alumni have won numerous awards.

### STUDENT EXPERIENCE

#### Faculty/Student Ratio:

Our official faculty/student ratio of about 1:30 is skewed by large sections of general education courses taught by the department. Classes reserved for mass media majors are small — usually averaging from 12 to 20 students per class. The department prides itself on one-on-one advising of majors.

**Student/Faculty Collaboration:**

Students are encouraged to work with faculty on an individual basis to conduct research into mass communication topics. MASS499 Mass Communication Individual Study can be taken for 1-2 credits to pursue individual research opportunities.

**Facilities:**

Our skills-based courses are taught in labs with the newest Mac computers and Adobe Creative Suite software. Many courses also provide students equipment—such as audio recorders and professional cameras—that can be used to complete assignments.

**Professional Chapters:**

Our faculty advise students in the Public Relations Student Society of America and Society of Professional Journalists.

**Internships:**

All majors must complete an internship in a professional setting before graduation. Opportunities on-campus and off-campus exist for the 4-credit internship. Students have completed internships for non-profits, newspapers, television stations, radio stations, sports teams, public relations agencies, among others in the Mankato area, Minnesota, and beyond. Students should work with their advisor to discuss internship opportunities.

**Scholarships:**

The department awards scholarships to returning students based on academic merit and need.

**FOR MORE INFORMATION PLEASE CONTACT****Department of Mass Communication**

Minnesota State University, Mankato  
136 Nelson Hall  
Mankato, MN 56001

**Phone**

507-389-6417 (V)  
800-627-3529 or 711 (MRS/TTY)

**Website**

[hss.mnsu.edu/masscomm](http://hss.mnsu.edu/masscomm)

**SAMPLE FOUR-YEAR CURRICULUM (MASS COMMUNICATION, BS)**

First Year (Fall)	First Year (Spring)
MASS 110 Introduction to Mass Communication (4) MASS 260 Principles of Visual Mass Communication (4) ENG 101 Composition (4) General Education, Goal Area 1b (3-4)	MASS 221W Media Writing Fundamentals (4) General Education, Goal Area 4 (3-4) General Education, Goal Area 8 (3-4) General Education, Goal Area 9 (3-4)
Second Year (Fall)	Second Year (Spring)
MASS 233 Public Relations Principles (4) MASS 312 Mass Communication Law (4) MASS 411 Mass Communication Ethics & Criticism (4) General Education, Goal Area 5 (3-4)	MASS Elective, Writing Intensive (4) MASS Upper Level Elective (4) MASS Upper Level Elective (4) General Education, Goal Area 3, Lab (3-4)
Third Year (Fall)	Third Year (Spring)
MASS Elective, Writing Intensive (4) General Education, Goal Area 3 (3-4) General Education, Goal Area 6 (3-4) General Education, Goal Area 10 (3-4) General Education, Goal Area 11 (1)	MASS 498 Mass Communication Internship (4) Courses for Minor (6-8) General Education, Goal Area 6 (3-4) General Education, Goal Area 11 (1)
Fourth Year (Fall)	Fourth Year (Spring)
Courses for Minor (6-8) General Electives (3-4) General Education, Goal Area 5 (3-4)	Courses for Minor (6-8) General Electives (6-8)

For additional information about course requirements, please visit [hss.mnsu.edu/masscomm](http://hss.mnsu.edu/masscomm)

08-22



An Affirmative Action/Equal Opportunity University. This document is available in alternative format to individuals with disabilities by calling the telephone numbers listed on this page.