



2023-2024 Academic Year

Communication: New Media

Associate in Science Degree in Liberal Arts and Sciences (A.S.)

Liberal Arts Division

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The **New Media** program prepares students for the rapidly developing field that combines traditional media such as photography, film, music, and spoken and written word with the interactive power of computer and communications technology.

Students who have traditionally pursued courses of study in journalism, public relations, advertising, and communications will find that this program substantially prepares them to enter the work force or transfer to communications programs at four-year universities. Coursework emphasizes the convergence of audio/video, graphic design, photography, and writing.

PROGRAM OUTCOMES

- Analyze and break down elements of story across multiple platforms;
- Write clear and concise stories that are suitable for multiple platforms;
- Demonstrate technical proficiency with various video and DSLR cameras;
- Demonstrate technical proficiency in a variety of multimedia software;
- Analyze, evaluate, critique, and create all forms of communication;
- Articulate and analyze complex ethical questions related to the development of new media;
- Perform a series of thinking tasks including speculation, analysis, synthesis, and abstract reasoning;
- Create a portfolio of convergence media projects suitable for securing employment in a new media workplace.

Graduates wishing to pursue studies leading to a bachelor's degree can transfer into the junior year at many institutions. Rider University, Temple University, Rutgers, and Pennsylvania State University are among the institutions that have accepted Mercer graduates.

The program may be pursued part-time or full-time. Some courses are offered during the afternoon and early evening. Students are required to attend some day classes in order to complete the program. Admission requires a high school diploma or its equivalent.

SEE ALSO:

[Communication](#) degree program

DEGREE CURRICULUM

2023-2024 Academic Year

COMM.MEDIA.AS

CIP 240101

The course sequence below represents a recommended example of how this degree program can be completed in two years, presuming a Fall Term start and satisfaction of all Developmental Studies (foundation courses) requirements and prerequisites. Actual approaches toward completion depend on each student's anticipated transfer institution, career objectives, or other individual circumstances.

Students are encouraged to meet regularly with an academic advisor or Success Coach to consider options, establish plans, and monitor progress.

Code	Course (lecture/lab hours)	Credits	To Do This Semester
FIRST SEMESTER			
CMN 101	Mass Media (3/0)	3	✓ Meet with your faculty advisor to complete an academic plan. Make sure you are aware of any course prerequisites you may need to take, and how long it will take to complete your degree. ✓ Use your online tools: Check your MercerMail daily, utilize features of Office 365, and get to know Student Planning . ✓ Take advantage of Learning Centers or Online Tutoring to support your studies and assignments.
CMN 111	Speech: Human Communication (3/0)		
	<i>OR</i>	3	
CMN 112	Public Speaking (3/0)		
CMN 142	Introduction to Field Production (2/2)	3	
ENG 101	English Composition I (3/0)	3	
PHO 103	Digital Photography I (2/3)	3	

SECOND SEMESTER

ADV 101	Advertising Design I (1/4)	3	<p>✓ Transitioning to college can be challenging. Meet with your Success Coach for guidance and support.</p> <p>✓ Apply for financial aid by May 1.</p> <p>✓ Contact professors with questions and use their office hours to develop a connection.</p> <p>✓ Apply for Continuing Student scholarships at www.mccc.edu/m-scholarships.</p> <p>✓ Begin attending college transfer events and visit campuses. Be sure to visit the Transfer Services and Career Services offices to get to know how the transfer process works and to explore career options.</p> <p>✓ Plan for how you will complete transfer applications while finishing your classes.</p>
CMN 102	Media Issues and Ethics (3/0)	3	
CMN 146	Social Media Technologies (2/2)	3	
ENG 131	Journalism I (3/0)	3	
MAT 120	Mathematics for Liberal Arts (3/0)	3	

THIRD SEMESTER

CMN 147	Introduction to Story (2/2)	3	<p>✓ Keep in contact with each professor and your faculty advisor. Make sure you are on track to graduate.</p>
CMN 153	Digital Audio Production I (2/2)	3	
ENG 102	English Composition II (3/0)	3	
HIS —	Historical Perspective general education elective	3	

— —	<u>Lab Science general education elective</u>	3	<ul style="list-style-type: none"> ✓ Complete your applications to desired transfer institutions. ✓ Develop team and leadership skills by getting involved in activities and clubs. ✓ Manage your stress! Take advantage of the MCCC pool, Fitness Center, free yoga and Zumba. Reach out for counseling or other support if you need it. Your Success Coach can connect you with resources.
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FOURTH SEMESTER

<u>CMN 214</u>	Issues in Intercultural Communication in the U.S. (3/0)		✓ Apply for financial aid by May 1.
	<i>OR</i>	3	✓ Talk to your faculty advisor and the Transfer office for advice on how to successfully transition to a new school.
<u>CMN 215</u>	Communication and Gender (3/0)		
<u>DMA 145</u>	Web Design I (1/4)	3	
— —	<u>Humanities general education elective</u>	3	✓ Apply for Graduating Student scholarships at www.mccc.edu/m-scholarships .
— —	<u>Science OR Technology general education elective</u>	3	
— —	<u>Social Science general education elective</u>	3	