



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

07/13/2023

Institution

Webster University

Site Information

Implementation Date:

6/1/2020 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:

090102

CIP Description:

A program that focuses on the analysis and criticism of media institutions and media texts, how people experience and understand media content, and the roles of media in producing and transforming culture. Includes instruction in communications regulation, law, and policy; media history; media aesthetics, interpretation, and criticism; the social and cultural effects of mass media; cultural studies; the economics of media industries; visual and media literacy; and the psychology and behavioral aspects of media messages, interpretation, and utilization.

CIP Program Title:

Mass Communication/Media Studies

Institution Program Title:

Media Studies

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Arts

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online



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Student Preparation

Special Admissions Procedure or Student Qualifications required:

n/a

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Webster University has academic policies describing minimum faculty qualifications by discipline. These policies meet or exceed guidelines from the Higher Learning Commission.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Webster University strives to have more than 50% of credit hours assigned to full-time faculty. Percentages can be above 75%. The percentage of credit hours assigned to full-time faculty will vary based on student enrollment in a program at any given time.

Expectations for professional activities, special student contact, teaching/learning innovation:

Faculty are expected to continually engage in appropriate professional development activities to ensure their professional qualifications are current. The University provides resources to help ensure robust student contact and engagement. The University also provides resources for faculty to innovate their teaching/learning to meet clear learning outcome objectives.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 5
Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 5

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

Webster University will maintain its accreditation by the Higher Learning Commission. There are no plans to pursue specialized accreditation at this time for this program.

Program Structure

Total Credits:

120

Residency Requirements:

n/a

General Education Total Credits:

30



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Major Requirements Total Credits:

39

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MDST 4200	3	Media Research
MDST 1050	3	Media Writing
MDST 2500	3	Professional Development for Media Careers
MDST 2800	3	Media, Diversity and Society
MDST 4110	3	Digital Media & Culture
MDST 2100	3	Media Literacy
EPMD 1000	3	Introduction to Media Production
MDST 1160	3	Communication for Media Professionals
MDST 3260	3	Global Media Practice
MDST 1010	3	Media Foundations
MDST 3300	3	Media Law, Ethics & Policy
MDST 3100	3	Social Media Strategies & Tactics
MDST 4620	3	see catalog copy

Free Elective Credits:

0

Internship or other Capstone Experience:

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.

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Media Studies (BA)

This program is offered by the School of Communications/ Communications and Journalism Department. It is available online, at the St. Louis main 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.