



Alabama Community College System

MCM 100 Introduction to Mass Communication

I. MCM 100 Introduction to Mass Communication—3 Semester Hours

II. CURRENT Course Description

This course provides the student with general study of mass communications. This course includes theory, development, regulation, operation, and effects upon society.

Prerequisite

As required by program

III. Textbook

NOTE: Please replace this statement with textbook information.

Due to the varied selection of quality college-level textbooks, each college will select the textbook needed to meet the requirements of this course.

IV. SUGGESTED Course Learning Outcomes

By the end of the course, students will be able to:

1. Identify elements of the basic communication model.
2. Apply the communication model to the real world.
3. Recognize the effects of mass media on culture.
4. Identify career opportunities in mass media.

V. SUGGESTED Course Outline of Topics

1. Introduction to Mass Communication
2. Practical applications of Mass Communication
3. Culture and mass media
4. Media Literacy

VI. Evaluation and Assessment

Grades will be given based upon A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

VIII. Statement on Discrimination/Harassment

It is the official policy of the Alabama Community College System and entities under its control, including all Colleges, that no person shall be discriminated against on the basis of any impermissible criterion or characteristic, including, without limitation, race, color, national origin, religion, marital status, disability, sex, age, or any other protected class as defined by federal and state law. (ACCS Policies 601.02 and 800.00)

IX. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College.