

# Media Studies and Production BA with Media Business Concentration

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## Overview

Media is 24/7, 365, and always changing. The Department of Media Studies and Production is dedicated to educating and preparing media professionals for today and the future. Our **Bachelor of Arts in Media Studies and Production** is at the intersection of study and production with a unique approach that blends theory and practice so that students consider the meaning and purpose of media in society even as they obtain and grow skills to create media. We go well beyond the traditional Radio/TV/Film degrees and offer a program that combines a scholar's understanding of media analysis, business, and production, with the practical and technical skills in oral and written communication, people and project management, media performance, and video/sound production and design for radio, television, online, and other outlets. With worldwide communities and the city of Philadelphia (America's 4th largest media market) as their living laboratories, students draw on their creativity, entrepreneurship, intellectual curiosity, and analytical abilities to navigate and build media careers in our global society.

Media Studies and Production students learn to think purposefully and critically about media, and examine the media's role in history, culture and society from many perspectives.

Working with top scholars and practitioners (both inside and outside of the classroom), and using the latest equipment and tools, Media Studies and Production students learn how to produce, evaluate, and manage media content for traditional, contemporary, and emerging media in various genres, including information (news and documentary), music, comedy, sports, drama, and commercial and noncommercial persuasion campaigns. They explore institutions that create, distribute, and investigate media products (e.g., production studios, television and radio networks, and audience measurement companies) and learn how to develop, operate, and lead successful media businesses. Upon graduation, our students will have the skills to:

- Develop and produce content for a variety of formats, technologies, and platforms.
- Create effective media messages for the audiences and purposes they serve.
- Comprehend and apply theories regarding the cultural, social, and personal uses and effects of media and technologies.
- Understand the legal and regulatory structures of media industries.
- Lead, manage, collaborate, team-build, and innovate.
- Convey information using effective, professional written and spoken communication.
- Act ethically as media-consuming and media-producing citizens in the diverse global society.
- Conduct research and evaluate information by methods appropriate to academic and professional media contexts.
- Think critically.
- Adapt and shift priorities and action in real time.
- Manage time effectively and meet deadlines.
- Live with grit, determination, and direction.

While students take courses from all areas, MSP majors must select one of the following concentrations:

- Media Production
- Media Business
- Media Analysis

An optional concentration in International Communication is also available for this major.

## Media Business Concentration

The **Media Business** professional concentration introduces students to the business decisions, challenges, creative approaches, and ethical responsibilities involved in management, marketing, and entrepreneurship in the contemporary media landscape. In this comprehensive course of study, students learn to navigate business decisions, to understand market dynamics, to embrace creative approaches, and to resolve ethical challenges. This concentration prepares students for careers such as network executives, founders/owners of production companies, recording studio managers, talent agents, program content developers, executive producers, media marketing reps, social media managers/influencers, various positions with global media networks, platforms, and more.

**Campus Location:** Main

**Program Code:** CO-MSP-BA

## Accelerated Program

BA in Media Studies and Production / MA in Media Studies and Production

### Contact Information

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Learn more about the Bachelor of Arts in Media Studies and Production.

*These requirements are for students who matriculated in academic year 2024-2025. Students who matriculated prior to fall 2024 should refer to the Archives to view the requirements for their Bulletin year.*

## Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Media Studies and Production (MSP) by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 overall and in the major.

Students must meet:

1. University requirements
  - All students are required to complete the General Education (GenEd) curriculum.
  - All students must take a minimum of two writing-intensive (WI) courses in the major at Temple University. Whenever possible, it is recommended that students select WI courses that also directly satisfy a specific MSP requirement to ease the path to program completion.
2. Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum of 45 credits in Media Studies & Production / maximum of 64 credits in Media Studies & Production.
4. Each course that fulfills a requirement for the major must be passed with a C- or better.
5. All prerequisites must be met unless exempted in writing.
6. No more than 20 transfer credits may be applied to the Media Studies & Production major.
7. No more than 12 credits total for internship, practicum, and independent study courses.

## Media Studies and Production: Media Business Concentration Requirements

Code	Title	Credit Hours
<b>Foundation Courses</b>		
MSP 1021	Introduction to Media Analysis <sup>1</sup>	3
MSP 1655	Introduction to Media Business <sup>1</sup>	3
MSP 1701	Introduction to Media Production <sup>1</sup>	3
<b>Content Area Requirements</b>		
<b>Media Policy &amp; Ethics</b>		
Select a minimum of one of the following:		3
MSP 3297	History of Electronic Media (WI)	
MSP 4221	Information Technology Policy	
MSP 4226	Public Media	
MSP 4252	Law and Ethics of Digital Media	
MSP 4454	Public Information Media Campaigns	
<b>Media Critical Topics</b>		
Select a minimum of one of the following:		3

MSP 2011	Introduction to Media Theory
MSP 2141	Media Research
MSP 2421	Media Popular Culture
MSP 2451	The Influence of Media on Children
MSP 3153	Media Criticism
MSP 3445	Media Images and Analysis
MSP 4446	Psychological Processing of Media
MSP 4497	Media and Children (WI)
MSP 4533	Media, Ecology and Technology

#### Emergent Media

Select a minimum of one of the following: 3

MSP 2741	Introduction to Internet Studies and Web Authoring
MSP 3324	The Video Game Industry and Game Culture
MSP 3421	Technology and Culture
MSP 4453	Information Society
MSP 4455	New Media Literacies
MSP 4541	Mobile Media
MSP 4741	Emergent Media Production

#### International/Intercultural Media Issues

Select a minimum of one of the following: 3

MSP 3471	Media and Cultural Differences
MSP 3473	Media and the Environment
MSP 3572	Communication and Development
MSP 4275	#ourmedia: Community, Activist, Citizens' and Radical Media
MSP 4496	Global Media (WI)
MSP 4571	International Studies in Media and Communication
MSP 4572	British Media and Telecommunication

#### Professional Development and Experiential Learning Requirements

MSP 4039 Senior Seminar <sup>2</sup> 3

Select one of the following Experiential Learning Options based upon your interests and eligibility: <sup>3</sup> 3-4

MSP 4785	Internship
MSP 4487	TUTV Practicum
MSP 4596	TV News Production Practicum - Temple Update (WI)
MSP 4597	Sports Production Practicum (WI)
MSP 4687	Recording Industry Practicum
MSP 4787	Television Production Workshop Practicum
MSP 4887	Radio Production Practicum
MSP Special Topics practicum course (when available - check the course schedule for the term in question)	

#### Media Business Concentration Options

Select a minimum of 18 credit hours from the following courses, including at least two (2) courses at EITHER the 2000 or 3000 level. (Two is the minimum; however, there is no limit to the number of courses taken at these levels.) <sup>3</sup> 18

MSP 2421	Media Popular Culture
MSP 2663	The Recording Industry and Music Business
MSP 3196	Writing Workshop (WI)
MSP 3225	Educational Multimedia Production
MSP 3297	History of Electronic Media (WI)
MSP 3324	The Video Game Industry and Game Culture
MSP 3421	Technology and Culture
MSP 3473	Media and the Environment
MSP 3611	Media Advertising
MSP 3631	Media Sales
MSP 3663	Marketing Music and Media

MSP 3701	Genres of Media Production
MSP 4221	Information Technology Policy
MSP 4226	Public Media
MSP 4252	Law and Ethics of Digital Media
MSP 4275	#ourmedia: Community, Activist, Citizens' and Radical Media
MSP 4453	Information Society
MSP 4496	Global Media (WI)
MSP 4541	Mobile Media
MSP 4614	Creating a Media Business
MSP 4641	Programming for Multiplatform Media
MSP 4657	Current Issues in Media Management
MSP 4663	Art and Business of Recording
MSP 4687	Recording Industry Practicum
MSP 4696	Communication in Media Organizations (WI)
MSP 4703	Multimedia Production for Corporations and Non-Profits

**Total Credit Hours****45-46**

- <sup>1</sup> Foundation courses must be completed within the first 45 credits at Temple University. Students transferring into Temple must complete at least one Media Studies & Production foundation course at Temple, unless exempted in writing by the chair of the department.
- <sup>2</sup> Taken during final 30 credits.
- <sup>3</sup> It is recommended that these are chosen in consultation with a Media Studies & Production Faculty Advisor.  
Note: Courses offered in various categories can only be counted once.

## About the Professional Development Requirements

The academic experience for all Media Studies and Production majors culminates with the Professional Development requirements, which include MSP 4039 Senior Seminar (3 credits) and one of the Experiential Learning Options (3-4 credits). Together, these courses provide students with hands-on and practical training in the field while allowing them the opportunity to explore their potential professional futures.

### Experiential Learning Option: Internship

MSP 4785 Internship (3 or 4 credits): Internship opportunities exist locally (at virtually every media-oriented organization in the greater Philadelphia region), nationally (in New York City, Los Angeles, Chicago, and other U.S. media markets), and internationally (in London, Dublin, Paris, Barcelona, Hong Kong, and Tokyo through the Lew Klein College of Media and Communication's Global Opportunities Program and Temple's Education Abroad Office). Students who wish to enroll in a second internship as an elective can take MSP 4786 for 1 to 3 credit hours. NOTE: To be eligible for an internship, students must obtain an appropriate internship placement for the term of registration (assistance is available), have Junior or Senior standing, a minimum GPA of 3.00, have completed all three MSP foundation courses with a minimum grade of C-, and official approval by the MSP Internship Coordinator via submission of the Internship Verification Form, and once determined eligible, the Site Verification Form.

### Experiential Learning Option: Standard and Special Topics Practica

As noted in the major requirements list, there are six (6) standard practica courses, (MSP 4487, MSP 4596, MSP 4597, MSP 4687, MSP 4787, and MSP 4887). Four to five (4-5) of those options are offered each term and most of them have specific course prerequisites that must be completed prior to practica registration, so students are advised to plan accordingly.

When possible, at least one Special Topics practicum is also offered each year, and these focus on media-related topics different from the standard six. Consult the MSP Department for any upcoming Special Topics availability as well as the process for counting them toward the Professional Development Option within the official degree audit.

## Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

## Bachelor of Arts in Media Studies and Production with a Concentration in Media Business

### Suggested Plan for New Students Starting in the 2024-2025 Academic Year

Year 1		Credit Hours
Fall		
MSP 1655	Introduction to Media Business (Foundation Requirement)	3
MSP 1701	Introduction to Media Production (Foundation Requirement)	3

ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing [GW] or Analytical Reading and Writing: ESL [GW] or Honors Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
KLN 1001	Klein First-Year Seminar	1
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MSP 1021	Introduction to Media Analysis (Foundation Requirement)	3
Select one of the following courses from the Media Business Concentration Requirement (Other options may be possible depending upon completed prerequisites.) <sup>1</sup>		3
MSP 2421	Media Popular Culture	
MSP 2663	The Recording Industry and Music Business	
MSP 3196	Writing Workshop [WI]	
MSP 4641	Programming for Multiplatform Media	
KLN 1002	Klein College Introduction to Professional Development	1
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>16</b>
<b>Year 2</b>		
<b>Fall</b>		
Media Business 2000-3000 level Concentration Course (minimum of two courses required at 2000-3000 level) <sup>1</sup>		3-4
Media Business 2000-3000 level Concentration Course (select a 2000-3000 level course if not yet completed; if completed, select any Media Business Track Course) <sup>1</sup>		3
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life [GY] or Honors Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>15-16</b>
<b>Spring</b>		
Media Business Concentration Course <sup>1</sup>		3
Media Critical Topics Requirement Course <sup>1</sup>		3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good [GZ] or Honors Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
Non-MSP Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Year 3</b>		
<b>Fall</b>		
Media Business Concentration Course <sup>1</sup>		3
Emergent Media Requirement Course		3
GenEd Breadth Course		3
Non-MSP Electives		7-6
<b>Credit Hours</b>		<b>16-15</b>
<b>Spring</b>		
Media Business Concentration Course <sup>1</sup>		3-4
International/Intercultural Media Issues Requirement Course <sup>1</sup>		3
MSP or Non-MSP Electives		9-8
<b>Credit Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Fall</b>		
MSP 4039	Senior Seminar (Professional Development Requirement)	3
Media Policy & Ethics Requirement Course <sup>1</sup>		3

MSP or Non-MSP Electives	10
<b>Credit Hours</b>	<b>16</b>
<b>Spring</b>	
Select one of the following courses from the Professional Development Experiential Learning Options based upon your interests and eligibility: <sup>1</sup>	3-4
MSP 4785 Internship <sup>2</sup>	
MSP 4487 TUTV Practicum <sup>3</sup>	
MSP 4596 TV News Production Practicum - Temple Update [WI] <sup>3</sup>	
MSP 4597 Sports Production Practicum [WI] <sup>3</sup>	
MSP 4687 Recording Industry Practicum <sup>3</sup>	
MSP 4787 Television Production Workshop Practicum <sup>3</sup>	
MSP 4887 Radio Production Practicum <sup>3</sup>	
MSP Special Topics practicum course (when available - check the course schedule for the term in question)	
Non-MSP Electives	13-12
<b>Credit Hours</b>	<b>16</b>
<b>Total Credit Hours</b>	<b>124</b>

<sup>1</sup> All students are required to take at least two writing-intensive (WI) courses in their major. Therefore, this academic plan includes a [WI] notation next to any course that has a writing-intensive attribute. All three MSP concentrations and three of the four focus areas include WI options. Whenever possible, it is recommended that students select their two WI courses from those that also directly satisfy one of their specific MSP requirements, since that will provide a more efficient use of credits and ease the path to program completion.

<sup>2</sup> Internship Requirements: a.) Junior or Senior standing (minimum 60 credits completed), b.) a minimum 3.0 GPA, c.) completion of ALL MSP Foundations courses (MSP 1021, MSP 1655, and MSP 1701), and d.) no outstanding grades of Incomplete for any course. For details of the application process and information about the Internship course, review the MSP Internship Overview document, available from the "Forms and Links" section of the Klein tab on the TUPortal.

<sup>3</sup> Practicum requirements vary from course to course. Check specific course prerequisites so you may plan accordingly.

## Optional Concentration

The **optional International Communication Concentration (ICC)** provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturally-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

## Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

Code	Title	Credit Hours
<b>Common Course</b>		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3703	Intercultural Communication in the Workplace	
<b>Klein International/Intercultural courses</b>		
Select three of the following:		9
Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein GO International Program, or on an overseas Temple Campus (Main Campus Students: Rome or Japan; TUJ Students: Main or Rome; Rome Students: Main or Japan).		
Any ADV, CMST, CSI, JRN, MSP, or PR International Internship completed as part of a Klein GO Program		
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3702	Communication, Culture and Identity	
CSI 3703	Intercultural Communication in the Workplace (if not used to fulfill common course requirement above)	

JRN 3254	International Reporting
JRN 3706	Journalism and Globalization
MSP 3471	Media and Cultural Differences
MSP 3572	Communication and Development
MSP 4453	Information Society
MSP 4496	Global Media
PR 2672	Global Communication and Leadership

#### International/Intercultural Electives outside of Klein

Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement.

Choose any two (2) courses of the following:

6-8

Up to any two foreign language courses

Any non-Klein courses at the 2000-level or higher taken in a Klein GO International Program, or on an overseas Temple Campus (Main Campus Students: Rome or Japan; TUJ Students: Main or Rome; Rome Students: Main or Japan).

Any non-Klein internship taken in a Klein GO International Program

#### Anthropology

ANTH 2238	Visual Anthropology of Modern Japan
or ASST 2238	Visual Anthropology of Modern Japan
ANTH 2374	The Anthropology of Modern China
or ASST 2374	The Anthropology of Modern China
ANTH 2361	Peoples of Latin America
or LAS 2361	Peoples of Latin America
ANTH 2362	Peoples and Cultures of the Caribbean
or LAS 2362	Peoples and Cultures of the Caribbean

#### Art History

ARTH 2105	Roman Art and Archaeology
ARTH 2129	Greek and Roman Sculpture
ARTH 2431	Early Modern Italy and Spain in the 17th Century
ARTH 2432	Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer
ARTH 2543	Transnational Impressionisms
ARTH 2642	Modern Art, 1900-1945
ARTH 2868	Arts of Asia
ARTH 1003	History of Art in Rome (Study Abroad - Rome)
ARTH 2135	Art and Culture in Ancient Rome (Study Abroad - Rome)
ARTH 2428	Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome)
ARTH 2622	Galleries and Studios of Rome (Study Abroad - Rome)
ARTH 1801	Arts of Asia (Study Abroad - Japan)
ARTH 2815	Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan)

#### Asian Studies

ASST 2001	Practical Asian Society and Culture
ASST 2011	Survey of Japanese Literature Before 1868
ASST 2015	Tokyo in Literature and Film
or JPNS 2015	Tokyo in Literature and Film
ASST 2021	Japanese Literature in Film
or JPNS 2021	Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373	Japanese Culture
or ANTH 2373	Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247	Ideology and Social Change in Japan

or SOC 3247	Ideology and Social Change in Japan
ASST 3251	China: State and Society
or POLS 3251	China: State and Society
ASST 3522	Contemporary China
or HIST 3522	Contemporary China
ASST 3541	Japan Today
or HIST 3541	Japan Today
ASST 3542	Women and Society in Japan
or HIST 3542	Women and Society in Japan
Film & Media Arts	
FMA 4673	International Cinema
Geography & Urban Studies	
GUS 2032	Urban Systems in a Global Economy
GUS 2073	African Development
GUS 2074	East and South Asia
or ASST 2074	Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052	Environmental Problems in Asia
or ASST 3052	Environmental Problems in Asia
or ENST 3052	Environmental Problems in Asia
GUS 3073	Geography of Travel and Tourism
GUS 3307	Transportation & Culture
History	
HIST 2303	History of Central Europe, 1618-1871
HIST 2317	Central Europe Through Wars and Revolution, 1848-1989
HIST 2501	Introduction to East Asia: China
or ASST 2501	Introduction to East Asia: China
HIST 2502	Introduction to East Asia: Japan
or ASST 2502	Introduction to East Asia: Japan
HIST 2503	Introduction to Southeast Asia: Insular
or ASST 2503	Introduction to Southeast Asia: Insular
HIST 2504	Introduction to Southeast Asia: Mainland
or ASST 2504	Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515	Civilization and Modernity in the Caribbean
or LAS 2515	Civilization and Modernity in the Caribbean
HIST 2516	Modern Islamic History
HIST 2611	Third World Issues through Film
HIST 3321	Irish History
HIST 3331	History of England
HIST 3362	Russia: Nationality and Empire
HIST 3363	Russia: Revolution, State, and Empire
HIST 3511	Southern Africa: A History
HIST 3521	The Chinese Revolution
HIST 3531	Modern India
HIST 3551	History of Vietnam
HIST 3561	History of Brazil
or LAS 3561	History of Brazil
HIST 3562	Contemporary Mexico
or LAS 3562	Contemporary Mexico
HIST 3571	Israel: History, Politics and Society



HIST 3572	Modern Middle East
HIST 3675	Third World Women's Lives
Jewish Studies	
JST 2706	Jewish Diaspora/Survey of Jewish History
Latin American Studies	
LAS 2101	Latin America through Film and Fiction
LAS 2231	Comparative Political Systems in Latin America
LAS 2502	Fundamentals of Latin American Business
or IB 2502	Fundamentals of Latin American Business
LAS 2514	Historical Continuity and Social Change in Latin America
LAS 3267	Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil
LAS 3601	"Other Voices" in Latin American Literature
LAS 3602	Caribbean Literature and Culture
LAS 3801	African Culture in Brazil
Political Science	
POLS 2211	Contemporary Politics of Europe
POLS 2212	Eastern Europe, Russia and the West
POLS 2231	Comparative Political Systems in Latin America
POLS 2255	Comparative Public Policy
POLS 2314	Politics of International Law
POLS 2321	Politics of the Global Economy
POLS 2331	International Organization
POLS 3212	British Government and Politics
POLS 3241	Mideast Politics
POLS 3252	East Asia and the United States
or ASST 3252	East Asia and the United States
POLS 3265	International Environmental Policy
or ENST 3265	International Environmental Policy
Religion	
REL 2002	Religion and Human Sexuality
REL 2007	Religion in Film
REL 2101	Indian Philosophies and Religions
or ASST 2101	Religions of India
REL 2102	Introduction to Buddhism
or ASST 2102	Introduction to Buddhism
REL 2201	Chinese Religions - Confucius to Mao
REL 2301	Zen Buddhism
or ASST 2301	Zen Buddhism
REL 2403	Introduction to Judaism
or JST 2403	Introduction to Judaism
REL 2447	Kabbalah and Mysticism
or JST 2447	Kabbalah and Mysticism
REL 2502	Jesus in the Media
REL 2606	Introduction to Islam
REL 2702	Religion in Contemporary Africa
REL 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
or ASST 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
REL 3201	I-Ching, Tao, and Ch'an/Zen
or ASST 3201	I-Ching, Tao, and Ch'an/Zen
REL 3301	Japanese Religions
or ASST 3301	Japanese Religions
REL 3411	The Philosophies of Judaism

or JST 3411	The Philosophies of Judaism
REL 3601	The Islamic State
REL 3602	Women in Islam
REL 3603	Islamic Mysticism
REL 3702	African Religions and New World Culture

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**Total Credit Hours**

**18-20**

## Contact Information

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## Accelerated Programs

Students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The following accelerated programs are available to students in the Media Studies and Production BA:

- Media Studies and Production MA
- Journalism MJ