

A photograph of two young men sitting at a desk, looking at a book together. The man on the left is wearing glasses and a dark sweater, while the man on the right is wearing a light blue shirt. The background is a blurred indoor setting, likely a library or study area. The text is overlaid on the image in white, bold, sans-serif font.

**URBE**  
UNIVERSITY

**BACHELOR OF SCIENCE  
IN MASS COMMUNICATION  
& MARKETING**

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ONLINE | ON-CAMPUS

# PROGRAM DESCRIPTION

Mass communications is the transmission of information to large numbers of people through the mass media. Mass media includes newspapers, magazines, television, radio, film, websites, and any technology that allows for the dissemination of information to the public. Within the mass media are channels or vehicles of mass communication. These channels include news reports, books, movies, television programs, music videos, advertisements, and articles in magazines and newspapers and on websites.

The Mass Communication program is designed to provide students with a thorough understanding of the electronic media from both theoretical and practical perspectives. The curriculum prepares students for careers in Mass Communication and/or graduate studies in electronic media and communication.

## ONLINE



FLEXIBLE SCHEDULING



STUDY ANYTIME



LOGIN FROM ANYWHERE



NO COMMUTE

## ON-CAMPUS



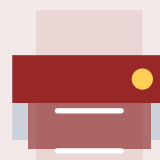
FACE TO FACE CLASSES



MEET YOUR PEERS



BETTER INTERACTION  
WITH YOUR INSTRUCTORS



ACCESS TO ON-CAMPUS  
RESOURCES

# ENTRANCE REQUIREMENTS

Application decisions are typically made a week after all documents (transcripts, residency documentation, test scores, etc.) are submitted.



## Submit a high school diploma or a GED.

Students applying for the undergraduate program must also submit a copy of their official transcripts from their High School and have achieved a minimum grade point average of at least 2.0 (4.0).



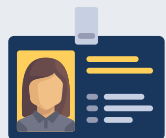
## Submit a completed admissions application.

Your admission to the university remains incomplete until all required official transcripts are submitted. For help on your application process you can call us at +1 (305) 964-8804 (USA) or Toll Free +1 (844) 744-8723.



## Submit a \$100 nonrefundable application fee.

Have a credit card (Visa, Master Card, American Express, or Discover) ready to pay the non-refundable \$100 application fee. Personal checks, SAT/ACT application fee waivers and money orders in US Dollars are also accepted.



## Copy of valid government issued ID.

You must present a Photo ID document or passport.



## For International Students.

Academic credentials earned at institutions outside United States should be submitted to an accredited credentials evaluation service agency, which must be member of NACES®. An equivalent grade point average should be calculated as part of this evaluation.

# UPON THE COMPLETION OF THE PROGRAM, YOU WILL BE ABLE TO:

- 1** Apply mass communication theories in specific contexts by identifying specific examples of media evolution.
- 2** Examine the validity of sources, research, and techniques to interpret data and intercultural context.
- 3** Create marketing campaigns based on the standards of ethical communications and responsibility to other individuals, the community and the profession.

## HOW YOU WILL LEARN

Students will be prepared to apply concepts of social media and legal matters involving the use of media and communication materials. Students will also assess best practices, strategies, and research techniques in the industry to apply them effectively.

**LEARN MORE** 

About our BMCM Program at URBE University.

## TUITION, FEES, AND OTHER EXPENSES



**Application Fee** (One time only)  
US\$100.00



**Program Total Credit Hours**  
120 credit hours



**Total per Credit Hour**  
US\$250.00



**Total per Semester**  
(based on full time enrollment)  
US\$3,000.00

# WHAT YOU'LL LEARN

URBE University's Bachelor of Science in Mass Communications<sup>1</sup> prepares students for careers in mass communication, marketing, and digital media at modern, complex, and multi-faceted national and global organizations. The program focuses on developing students to be competent, responsible, innovative, and able to transmit relevant knowledge to successfully interact in an era of change through the use of electronic media.

## 1. GENERAL EDUCATION – LOWER DIVISION (36 CREDITS)

CLASS	COURSE TITLE	CREDIT HOURS
ARH 250	Art History	3
ENC 120	College Composition I	3
ENC 121	College Composition II	3
ENV 301	Environmental Science	3
GEO 300	World Geography	3
MAC 105	Algebra I	3
MAC 114	Algebra II	3
PHI 410	Critical Thinking	3
PSY 201	Psychology	3
SOC 201	Sociology	3
SPC 360	Oral Communication	3
STA 340	Statistics	3

<sup>1</sup>The duration of a Bachelor's Degree Program shall be a minimum of 120 semester credit hours, 180-quarter credit hours, or the recognized clock hour equivalent. A student transferring into the Institution with an Associate Degree totaling 60-credit hours, will combine these Associate credit hours with the Bachelor credit hours to meet the minimum total stated above.



## 2. CORE COURSES – UPPER DIVISION (84 CREDITS)

CLASS	COURSE TITLE	CREDIT HOURS
COM 100	Using Information Effectively in Mass Comm.	3
COM 102	Introduction to Mass Communication	3
COM 103	Principles of Advertising	3
COM 104	Strategic Public Relation & Integrated Comm.	3
COM 105	Social Media and Strategic Communication	3
COM 202	Writing for Media	3
COM 203	Advertising Media Planning	3
COM 204	Advertising Copywriting	3
COM 301	Digital Publishing	3
COM 302	Media Law	3
COM 303	Media Criticism	3
COM 304	Feature Writing	3
COM 305	Public Relation Writing	3
COM 306	News Editing	3
COM 307	Magazine Publishing	3
COM 402	News Reporting	3
COM 403	Mass Media and Society	3
COM 404	Mass Communication Research	3
COM 406	Sport Writing	3
COM 409	Communication Process	3

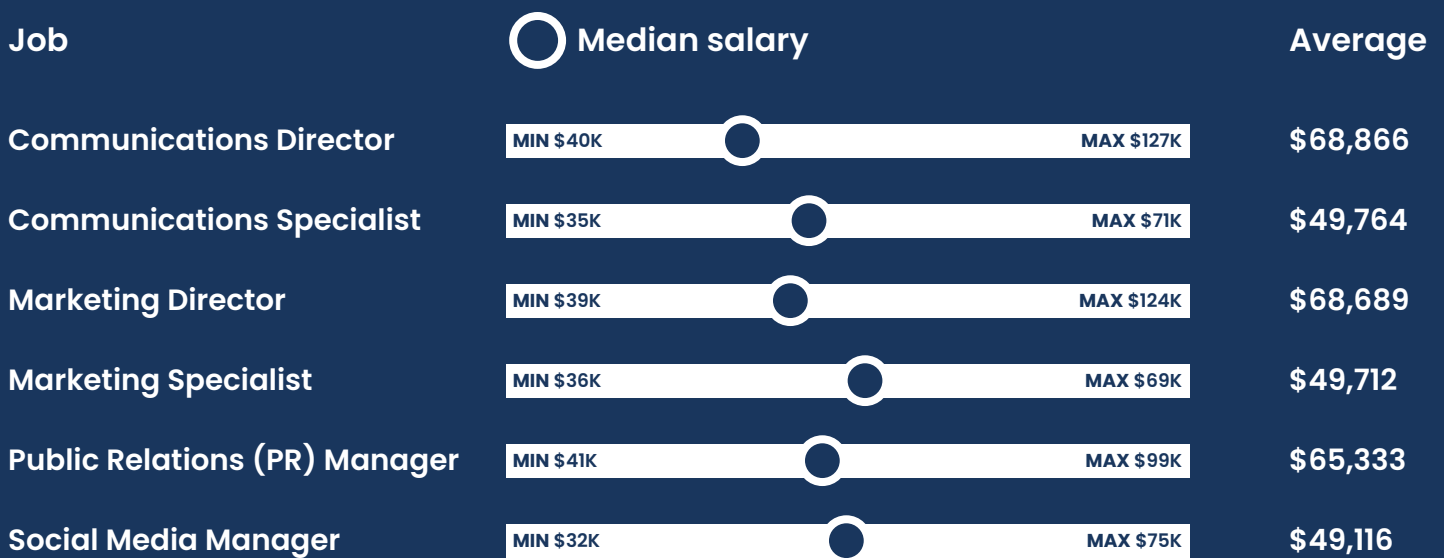
CLASS	COURSE TITLE	CREDIT HOURS
COM 410	Media Ethics	3
COM 411	Spec Topics in Mass Communication	3
COM 412	Multimedia Reporting Capstone	3
MAR 201	Principle of Marketing	3
MAR 301	Social Media Marketing Strategies	3
MAR 302	Social Media Marketing Campaigns	3
MAR 401	Integrated Marketing Communication	3
MAN 317	Principles of Management	3



**WE EDUCATE FUTURE ALUMNI TO BECOME MARKETABLE, SKILLED, AND PROGRESSIVE LEADERS WHO ARE SOCIALLY RESPONSIBLE AND UPHOLD ETHICAL BUSINESS STANDARDS.**

**Dr. Oscar Belloso Medina**  
Chancellor & Founder

## BACHELOR IN MASS COMMUNICATIONS & MARKETING MEDIAN SALARY BY JOB <sup>2</sup>



<sup>2</sup> Currency: USD Updated: 8 Dec 2018 Individuals Reporting: 24,389 Source: Payscale

[Learn More](#)

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& MARKETING**

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ONLINE | ON-CAMPUS

**APPLY TODAY**



**CONTACT US**

**US:** (+1) 844-744-8723 **EMAIL:** info@urbe.universiy

Information is correct at the time of printing but may be subject to change without notice.