

Path to Undergraduate Research Experiences: **Mass Communication**

**Research Continuum**



	Introduction to research skills and experiences	Beginning research experiences	Advanced research experiences
Curricular opportunities at Winthrop	MCOM 205 MCOM 241 MCOM 226 MCOM 230* Introduces students to the history of mass communication, theory, practice and newsgathering.	MATH, MATH 141 MCOM 301 MCOM 310 MCOM 325 MCOM 330 MCOM 346 Students practice statistical research methods, information gathering and reporting results.	MCOM 412 MCOM 441 MCOM 471  Capstone and advanced experiences.
Co-curricular opportunities at Winthrop	Practice skills and scholarship at student publications and many other media related clubs and opportunities around campus.	Independent study. Present research at Mass Communication Symposium.	MCOM 461-464 Professional internships. Practicum opportunities. McNair Scholars. Winthrop. Undergraduate research opportunities. Research Council Grants.
Off campus opportunities	Meeting of national discipline related organizations and conferences.	Independent study and creative projects with faculty.	INCUR: National Conferences on Undergraduate Research

\*New course.

*As undergraduate research is labor and time intensive, participation in certain programs may be limited.* Students interested in participating in formal research experiences are encouraged to take ownership of their own development as scholars, and to take advantage of all of the resources available to them.

If you are interested in getting involved in undergraduate research in Mass Communication contact your advisor or any instructor in the department.

See <https://www.winthrop.edu/undergradresearch/> for more information about Undergraduate Research at Winthrop University.

Path to Undergraduate Research Experiences: **IMCO**

**Research Continuum**



	Introduction to research skills and experiences	Beginning research experiences	Advanced research experiences
Curricular opportunities at Winthrop	IMCO 105 MCOM 226 MCOM 230* MCOM 241 Introduces students to ethnography (IMCO 105) and other research and information gathering processes.	MATH 151 QMTH 205 MKGT 380 MKGT 381 IMCO 341 IMCO 370 Students practice statistical research methods, are introduced to qualitative tools like focus groups and depth interviews, and learn how to report research results.	MGMT 321 IMCO 349 MKGT 385 IMCO 475 MCOM 471 Capstone and advanced experiences include use of survey techniques, advanced analyses, and research-based projects for clients.
Co-curricular opportunities at Winthrop	Practice skills and scholarship with AMA and many other media related clubs and opportunities around campus.	Independent study. Present research at Mass Communication Symposium.	MCOM 461-464 Professional internships. Practicum opportunities. McNair Scholars. Winthrop REU. INBRE. Research Council Grants.
Off campus opportunities	Meeting of national discipline related organizations and conferences.	Independent study and creative projects with faculty.	INCUR: National Conferences on Undergraduate Research

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