



**MORNINGSIDE  
UNIVERSITY**

**PARTNERSHIP**



## **BACHELOR OF ARTS IN MASS COMMUNICATION**

### **ASSOCIATE OF APPLIED SCIENCE DEGREE IN VIDEO & MEDIA PRODUCTION**

#### **WHAT IS THE MORNINGSIDE PATHWAYS PROGRAM?**

The Morningside Pathways (MP) program is designed to create a seamless path from Western Iowa Tech Community College to Morningside University for students who wish to continue their education and obtain a bachelor's degree. MP provides participating students with a clear academic roadmap that prepares WITCC students for continued study at Morningside while enabling them to complete their degree in a timely fashion. Benefits of the program include early commitments from admissions and financial aid, as well as timely registration and on campus housing selection to help support a smooth transition. Additionally, MP students will have access to Morningside faculty, staff, and students throughout the program.

#### **ACADEMIC REQUIREMENTS**

- Students must complete an AAS degree in Video & Media Production from WITCC.
- Students must earn at least a 2.25 GPA on a 4.0 scale to transfer.
- Up to 62 academic credits will transfer from WITCC to Morningside.
- A minimum of 124 credits are required to graduate from Morningside University, including the 62 credits from WITCC.

#### **CO-CURRICULAR**

MP students have the opportunity to participate in a number of performing arts activities at Morningside. Students are encouraged to become involved by auditioning or attending any of the numerous events held on campus throughout the year.

#### **ORIENTATION TO MORNINGSIDE**

Orientation marks an exciting point on the pathway to Morningside, and it will begin as students conclude their coursework at WITCC. Orientation at Morningside includes a combination of both on-campus and virtual experiences where students will have the opportunity to take part in career planning workshops, take advantage of new learning tools, as well as participate in campus events.

#### **MP GRANT AND FINANCIAL PLANNING**

In an effort to make the transition easy for MP students, the Morningside Office of Student Financial Planning will develop a financial plan that will assist each student in understanding how best to optimize available resources to invest in his or her college education. In addition to the generous scholarship opportunities available to transfer students (see page 3), full-time MP students will receive a \$2,000 annual MP grant when they enroll at Morningside. The grant is renewable as long as the student remains full-time. A schedule of deadlines, supported by periodic group meetings and the availability of Morningside financial aid staff for individual counseling, will be established for each MP student.

#### **APPLICATION PROCESS**

Interested in the Morningside University Pathways program? Students can apply for the program as early as the end of their first semester at WITCC. It is highly recommended that students apply for admission into the program no later than the end of their first year at WITCC. The application form can be found on the Morningside Admissions website or through the following link: [apply.morningside.edu](http://apply.morningside.edu)

#### **INTERNSHIPS**

Internships provide students with an opportunity to gain hands-on experience in their field of study. All Morningside Mass Communication students are required to complete at least one 2-credit internship. However, WITCC students in this Pathway will be given credit for the internship already completed at WITCC, MMS-932. Pathway students may take an additional 2-credit internship through Morningside, if desired.

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## WITCC Schedule of Classes: AAS Video & Media Production

### WITCC Semester 1 (15 credits)

SDV 108	The College Experience
ELE 101	Industrial Safety
MMS 142	Media Literacy
CIN 104	Media Production & Equipment
CIN 114	Intro to Editing & Motion Graphics
MUS 285	Audio Production & Equipment I

### WITCC Semester 2 (15 credits)

CIN 116	Management & Operations
CIN 118	Technical Production in Media
CIN 125	Integrated Motion Graphics & Video
CIN 126	Video Field Production
CIN 161	Video Practicum I
COM 723	Workplace Communications

### WITCC Semester 3 (17 credits)

CIN 127	Live Video Production
CIN 162	Video Practicum II
MUS 302	Sound Production in Mass Comm
MMS 132	Writing for the Mass Media
GRA 140	Digital Imaging
SMM 101	Social Media Explored

### WITCC Semester 4 (17 credits)

CIN 135	Advanced Motion Graphics & Video
CIN 145	Marketing & Advertising for Media
CIN 163	Video Practicum III
MMS 265	Mass Communications Law
PSY 102	Human & Work Relations
MAT 772	Applied Math

### WITCC Summer (2 credits)

CIN 932	Internship
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**Total Credits: 66**

**Total Transferred: 62 Credits**



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## Morningside Proposed Schedule

### Morningside Semester 1 (16 credits)

- COMM 309 Media Management
- or COMM 300 News & Feature Writing
- BIOL 322 Science of Climate Change
- or ENGL 345 Literature, Writing & Empathy
- ENGL 353 Editing & Publishing
- AGRI/POLS 321 U.S. Food Policy (IE)

### Morningside Semester 2 (16 credits)

- COMM 404 Adv. Media Practicum-Audio
- COMM 407 Adv. Media Practicum-Video
- or COMM 330 Public Relations
- COMM 338 Masculinity & the Media
- or COMM 307 Adv. Video Production
- BIOL 317 Environmental Issues
- or POLS 330 U.S. State & Local Government
- RHET 301 Advanced Public Speaking

### Morningside Semester 3 (16 credits)

- or COMM 300 News & Feature Writing
- BIOL 322 Science of Climate Change
- or ENGL 345 Literature, Writing & Empathy
- ENGL 353 Editing & Publishing
- or BIOL 354 Principles of Sustainability
- HIST 315 Religion in America
- or POLS 359 Campaigns & Elections
- ANY upper level elective

### Morningside Semester 4 (16 credits)

- or COMM 307 Adv. Video Production
- BIOL 317 Environmental Issues
- or COMM 330 Public Relations
- COMM 338 Masculinity & the Media
- COMM 455 Mass Comm Capstone Seminar
- or POLS 330 U.S. State & Local Government
- RHET 301 Advanced Public Speaking

**Total Credits: 64**



## TRANSFER SCHOLARSHIPS

Transfer GPA	Amount
3.9	\$15,000
3.5-3.89	\$12,500
3.49 or less	\$10,000

*Academic awards are available to admitted full-time transfer students who have earned at least 27 college credits that have been approved and accepted by Morningside University. GPA is based on a 4.0 scale*

## MORNINGSIDE PATHWAYS (MP) GRANT

Students who have been accepted to Morningside University through the Pathways program will receive a **\$2,000 grant per year**. The grant is renewable as long as the student remains full-time.

Please feel free to contact Morningside University with any additional questions:

Amy Williams  
Senior Associate Director of Admissions  
williamsa@morningside.edu • 712-274-5552

[morningside.edu](http://morningside.edu)



## MAJORS

- Accounting
  - Managerial
  - Public
- Agricultural Teaching Education
- Applied Agricultural and Food Studies
- Art
  - Graphic Design
  - Photography
  - Studio
- Arts Administration
  - Music Management
  - Photography Management
  - Studio Art Management
- Biology
- Business Administration
  - Finance
  - Management
- Chemistry
- Computer Science
  - Applied Computer Science
  - Computer Science
- Criminal Justice
- Education
  - Elementary
  - Secondary
  - Special Education
- English
- History
- Interdisciplinary
  - Nonprofit Management
  - Student Designed
- International Affairs
- Marketing
- Mass Communication
- Mathematics
- Medical Laboratory Science
- Music
  - Music
  - Music Education
- Nursing
- Political Science
- Psychology
  - Biopsychology
  - Counseling
  - Developmental
  - General
- Radiologic Technology
- Religious Studies
- Respiratory Therapy
- Spanish
- X Path (Undecided)

## PREPROFESSIONAL

- Chiropractic
- Dentistry
- Law
- Medicine
- Ministry
- Optometry
- Pharmacy
- Physical Therapy
- Physician Assistant
- Veterinary Medicine



BECAUSE OUR ALUMS KNOW THE VALUE OF A MORNINGSIDE EDUCATION, THEY HELPED NAME US TO **FORBES LIST OF GRATEFUL GRADS**

**13:1**  
STUDENT  
TO FACULTY  
RATIO

**28**  
VARSITY  
SPORTS

**99%** JOB OR  
GRADUATE  
SCHOOL  
PLACEMENT  
within six months of graduation

**100%**

FULL-TIME UNDERGRADUATE  
MORNINGSIDE STUDENTS  
RECEIVE FINANCIAL AID

**50:50**  
FEMALE TO MALE RATIO

**50+** STUDENT-LED  
ORGANIZATIONS

**18**  
DIFFERENT  
COUNTRIES  
REPRESENTED



The Morningside University experience cultivates a passion for lifelong learning and a dedication to ethical leadership and civic responsibility.



**MORNINGSIDE  
UNIVERSITY**

1501 Morningside Avenue  
Sioux City, IA 51106  
712-274-5511

[admissions@morningside.edu](mailto:admissions@morningside.edu)



[morningside.edu](http://morningside.edu)