### Mass Media: Media Management, Promotion, & Sales Sequence

<table>
<thead>
<tr>
<th>Required Courses (23 hours)</th>
<th>Required Sequence Courses (15 hours)</th>
<th>Elective Breakdown (15 hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 (1) (F/S)</td>
<td>162 (F)</td>
<td>Group 2: 15 hours (6 hours at 300-level)</td>
</tr>
<tr>
<td>111 (F/S)</td>
<td>163 (F/S)</td>
<td></td>
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<tr>
<td>160 (F/S)</td>
<td>264 (F)</td>
<td></td>
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<tr>
<td>161 (F/S)</td>
<td>273 (F)</td>
<td></td>
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<tr>
<td>297 (ALL)</td>
<td>364 (S)</td>
<td></td>
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<tr>
<td>320 (Varies) or 360 (F/S)</td>
<td>320 (Varies) or 360 (F/S)</td>
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<tr>
<td>361 (F/S)</td>
<td>361 (F/S)</td>
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<tr>
<td>396 (1) (?)</td>
<td>396 (1) (?)</td>
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<tr>
<td>Group 1: COM 367 or PHI 232, 238, 240, or 242</td>
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</table>

**Visual Sequence (of required courses):**

1. **COM 111: Com Theory**
2. **COM 160: Intro to Mass Com**
3. **COM 101: Intro to MM**
4. **COM 396: Senior Capstone**

- **COM 101: Intro to MM**
  - **COM 160: Intro to Mass Com**
  - **COM 111: Com Theory**

- **COM 162: Intro to Radio**

- **COM 163: TV Production**
  - **COM 163: TV Production**
  - **COM 162: Intro to Radio**

- **COM 264: Broadcast & Cable Programming**
  - **COM 264: Broadcast & Cable Programming**

- **COM 320: Cultural Criticism**
  - **COM 320: Cultural Criticism**

- **COM 360: Theory & Effects**
  - **COM 360: Theory & Effects**

- **COM 361: Media Law, Policy, & Ethics**
  - **COM 361: Media Law, Policy, & Ethics**

- **COM 367: Ethical Problems in Mass Comm. (Elective)**
  - **COM 367: Ethical Problems in Mass Comm. (Elective)**

- **COM 297: Research Methods**
  - **COM 297: Research Methods**

- **COM 364: Broadcast Management**
  - **COM 364: Broadcast Management**

- **COM 364: Broadcast Management**
  - **COM 364: Broadcast Management**

- **COM 367: Ethical Problems in Mass Comm. (Elective)**
  - **COM 367: Ethical Problems in Mass Comm. (Elective)**

- **COM 360: Theory & Effects**
  - **COM 360: Theory & Effects**

- **COM 273: Event Planning & Promotions**
  - **COM 273: Event Planning & Promotions**

- **COM 163: TV Production**
  - **COM 163: TV Production**

**Last Semester**

- **COM 396: Senior Capstone**
  - **COM 396: Senior Capstone**

**Spring Only Course**

- **COM 162: Intro to Radio**
  - **COM 162: Intro to Radio**

**Fall Only Course**