

# Mass Media (B.A.) Management, Promotion & Sales

School of Communication  
2017-2018 Undergraduate Catalog



## sample plan of study

The requirements below pertain to the 2017-2018 Undergraduate Catalog and are intended as a guide for academic planning. Students should consult with their academic advisor to discuss their individual plan of study.

### General Education (36-43 credit hours)

Please consult your Undergraduate Catalog for a complete list of General Education courses.

#### Communication and Composition (2 courses required)

- \_\_\_\_\_ 3 COM 110 Communication as Critical Inquiry
- \_\_\_\_\_ 3 ENG 101 or ENG 101A10 Composition as Critical Inquiry

#### Mathematics (1 course required)

Please see major requirements for mathematics options

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#### Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

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#### United States Traditions (1 course required)

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#### Individuals & Civic Life (1 course required)

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#### Fine Arts (1 course/3 credit hours required)\*\*\*

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#### Humanities (1 course required)\*\*\*

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#### Language in the Humanities (1 course required)\*\*\*

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#### Quantitative Reasoning (1 course required)

Exempt for Mass Media majors

#### Science, Math, & Technology (1 course required)

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#### Social Sciences (1 course required)\*\*\*

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### Additional Graduation Requirements

\_\_\_\_\_/120 minimum total credit hours

\_\_\_\_\_/42 minimum senior college hours

\_\_\_\_\_ College of Arts & Sciences language requirement

#### AMALI requirement

\*\*\*certain courses in General Education fulfill the AMALI requirement

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#### B.A. LAN 115 (1 course required)

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### Major (53 credit hours)

- \_\_\_\_\_ 1 COM 101 Introduction to the Study of Mass Media
- \_\_\_\_\_ 3 COM 111 Introduction to Communication Theories
- \_\_\_\_\_ 3 COM 160 Introduction to Mass Media
- \_\_\_\_\_ 3 COM 161 Convergent Media Writing
- \_\_\_\_\_ 3 COM 162 Introduction to Radio (*P: COM 160 or 180 or conc. reg.*)
- \_\_\_\_\_ 3 COM 163 Television Production (*P: COM 160 or 180 or conc. reg.*)
- \_\_\_\_\_ 3 COM 264 Broadcast & Cable Programming (*P: COM 111 and 160*)
- \_\_\_\_\_ 3 COM 273 Media Event Planning & Promotions (*P: COM 111, 160, and 162 or 163*)
- \_\_\_\_\_ 3 COM 297 Communication Research Methods (*P: COM 111; 60+ earned hours*)
- \_\_\_\_\_ 3 COM 361 Mass Media Law, Policy & Ethics (*P: COM 111 and 160 or 165; 60+ earned hours*)
- \_\_\_\_\_ 3 COM 364 Broadcast Management (*P: COM 111 and 160*)
- \_\_\_\_\_ 3 COM 367 Ethical Problems in Mass Media‡ (*P: COM 111 and 160 or 165; 60+ earned hours*)
- \_\_\_\_\_ 1 COM 396 Capstone in Mass Media (*P: COM 111, 160, 161, 297; 105+ earned hours*)

#### Take one of the following courses:

- \_\_\_\_\_ 3 COM 320 Mass Media: Cultural Criticism & Problems (*P: COM 111 and 160 or 165*)
- \_\_\_\_\_ 3 COM 360 Mass Media: Theory & Effects (*P: COM 111 and 160 or 165*)

Mass Media majors must complete a minimum of 31 senior college hours, including at least 16 hours at the 300-level (excluding COM 298 and 398).

#### Take five (15 credit hours) additional Communication electives:

(Suggested electives: COM 198A03, 211, 214, 228, 240, 262, 263, 266, 267, 304, 314, 317, 319, 321, 324, 352, 355, 369, 370, 371, 398)

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‡ - Please consult your academic advisor regarding standard Department of Philosophy substitutions for COM 367.

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Total Hours Required for Management, Promotion & Sales - 120	
<b>First Year</b> <i>Fall Semester (16 credit hours)</i> _____ ENG 101 or COM 110 (3) _____ General Education course (3) _____ General Education course (3) _____ FRE 115 B.A. language (4) _____ University wide elective (3)	<i>Spring Semester (16 credit hours)</i> _____ ENG 101 or COM 110 (3) _____ General Education course (3) _____ General Education course (3) _____ General Education course (3) _____ General Education course (3) _____ FRE 116 LH General Education course (4)
<b>Second Year</b> <i>Fall Semester (15 credit hours)</i> _____ COM 111 (3) _____ COM 160 (3) _____ General Education course (3) _____ FRE 213 - (3) _____ General Education course (3)	<i>Spring Semester (16 credit hours)</i> _____ COM 101 (1) _____ COM 161 (3) _____ COM 163 (3) _____ FRE 224 or 215 -(3) _____ General Education course (3) _____ General Education course (3)
<b>Third Year</b> <i>Fall Semester (15 credit hours)</i> _____ COM 264 (3) _____ COM 273 (3) _____ COM 297 (3) _____ COM 320 or 360 (3) _____ FRE 237 or other FRE senior elective (3)	<i>Spring Semester (15 credit hours)</i> _____ COM 162 (3) _____ 300-level Mass Media major elective (3) _____ Mass Media major elective (3) _____ Senior Level elective (3) _____ Senior College University wide elective (3)
<b>Fourth Year</b> <i>Fall Semester (15 credit hours)</i> _____ COM 361 (3) _____ COM 367 (3) _____ 300-level Mass Media major elective (3) _____ Mass Media major elective (3) _____ Senior Level elective (3)	<i>Spring Semester (13 credit hours)</i> _____ COM 364 (3) _____ COM 396 (1) _____ Mass Media major elective (3) _____ Senior Level elective (3) _____ AMALI requirement (FRE 314/325) or University wide elective (3)

## NOTES:

**Paris participants will complete COM 372 & COM 329 either the summer between their second/third year or third/fourth year. This will take the place of two mass media major electives.**

Please consult with your academic advisor regarding University wide electives and appropriate minors/endorsements.