

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

Natural Science/Natural Science Alternatives (2 courses required)

Students must complete 1 course from 2 different sciences.

United States Traditions (1 course required)

Individuals & Civic Life (1 course required)

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

Humanities (1 course required)***

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

Quantitative Reasoning (1 course required)

Exempt for Mass Media majors

Science, Math, & Technology (1 course required)

Social Sciences (1 course required)***

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

B.A. LAN 115 (1 course required)

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)

‡ - 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	
First Year <i>Fall Semester (16 credit hours)</i> _____ ENG 101 or COM 110 (3) _____ General Education course (3) _____ General Education course (3) _____ SPA 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) _____ SPA 116 (4) LH – Gen Ed
Second Year <i>Fall Semester (15 credit hours)</i> _____ COM 111 (3) _____ COM 160 (3) _____ General Education course (3) _____ SPA 213 - (3) _____ General Education course (3)	<i>Spring Semester (16 credit hours)</i> _____ COM 101 (1) _____ COM 161 (3) _____ COM 163 (3) _____ SPA 214 or 240 (3) _____ General Education course (3) _____ General Education course (3)
Third Year <i>Fall Semester (15 credit hours)</i> _____ COM 264 (3) _____ COM 273 (3) _____ COM 297 (3) _____ COM 320 or 360 (3) _____ SPA 215 or 233 (3)	<i>Spring Semester (15 credit hours)</i> _____ COM 162 (3) _____ 300-level Mass Media major elective (3) _____ Mass Media major elective (3) _____ Senior College University wide elective (3) _____ Senior College University wide elective (3)
Fourth Year <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 College University wide elective (3)	<i>Spring Semester (13 credit hours)</i> _____ COM 364 (3) _____ COM 396 (1) _____ Mass Media major elective (3) _____ Senior College University wide elective (3) _____ AMALI requirement (SPA 244) or University wide elective (3)

NOTES:

Panama participants will complete COM 320 & COM 390 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.