



**B.A. Degree
Mass Communication Major
2010/2011 Catalog**

How to use this program plan: Please write the term and grade for the course that satisfies each requirement.

Student Name	_____
S. SSN/Id No	_____
S. Phone (w)	_____ (h) _____
Adviser	_____
A. phone	_____
A. email	_____

Liberal Education:

(If student took honors courses-use those courses in place of the corresponding non-honors equivalent.)

The Liberal Education program is divided into four portals: Communication & Language Fluency, Artistic & Creative imagination, Scientific and Analytic Curiosity and, World Understanding. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. Some majors have more than one course that can satisfy a LE requirement. In those cases, only one of those courses will list on the LE portion of the plan, however, all the courses will be noted on the reverse side of this plan.

World Understanding	Term	Grade	Course Number & Title
Historical Perspective (3 hrs)	_____	_____	_____
World Underst. Elect (3 hrs)	_____	_____	MM 332 Media Philosophy and Ethics <i>(satisfied through major course)</i>
World Underst. Elect (3 hrs)	_____	_____	MM 101 Intro to Mass Communication <i>(satisfied through major course)</i>
Science & Analytic Curiosity			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
Science & Analytic Curiosity Reasoning Elective (3-4 hrs)	_____	_____	_____
Artistic & Creative Imagination			
Fine Arts or Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	WH _____ Title: _____
	_____	_____	LS/or LF _____ Title: _____
	_____	_____	LS/LF/ or WH _____ Title: _____
Artistic & Creative Imagination Elective (3 hrs)	_____	_____	_____
Communication & Language Fluency			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Foreign Language (3-6 hrs) <small>Women's College Students must have 6 hours of a new foreign language -or- 3 hours of a continued foreign language (through the 201 level)</small>	_____	_____	_____
Communication Elective (3 hrs)	_____	_____	MM 215 Persuasion <i>(satisfied through major course)</i>

Comments:

Program Plan Revised by: _____

Date _____

B.A. degree – 2010/2011
Major: Mass Communications

Major Requirements: Taken by all Mass Communications Majors

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses.

MM 170 Media Practicum: 8 hours required
 Please note on each line which term each practicum was completed of the program plan to calculate the practicum hours.

Term	Grade	Crs #	Title
_____	_____	MM 101	Intro to Mass Communication ^{LE}
_____	_____	MM 200	Diversity in the Media
_____	_____	GR 207/207L	Digital Graphic Design ^{LE}
_____	_____	MM 215	Persuasion ^{LE}
_____	_____	MM 225	Media Writing
_____	_____	MM 332	Media Philosophy and Ethics ^{LE}
_____	_____	MM 450	Communication Law
_____	_____	MM 485	Senior Media Project
_____	_____	MM 490	Internship
_____	_____	MM 499	Senior Thesis

Mass Communications Electives (Take one of the following)

Choose from:

- | | |
|---|---------------------------------|
| MM 100 Film Appreciation ^{LE} | MM 333 International Media Syst |
| MM 320 Communication Theory ^{LE} | MM 334 Intro to Film |
| MM 324 Scriptw for the Media | MM 350 Performance |
| MM 326 Ad Copywriting | |

^{LE} –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

Residency requirement: A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.

Concentration Requirements: Choose a concentration from broadcast, journalism, corporate communications, or public relations.

Broadcast Concentration:

- _____ MM 250 Introduction to Radio/TV
- _____ MM 251 Radio Production
- _____ MM 302 Television Production and Editing
- _____ MM 322 Survey of American Broadcasting
- _____ MM 402 Convergent Media News

Digital Media Concentration:

- _____ GR 160/160L Intro to Graphic Design/lab ^{LE}
- _____ GR 317/317L Web Design/lab
- _____ GR 400/400L Advanced Web Dev/lab
- _____ GR 410 Digital Media Design

Journalism Concentration:

- _____ MM 240 Newswriting and Reporting
- _____ MM 323 Principles of Copy Editing
- _____ MM 325 Feature Writing
- _____ MM 328 Editorial/Column Writing
- _____ MM 402 Convergent Media News

Media Management Concentration:

- _____ AC 200 Survey of Accounting
- _____ MG 301 Management Principles
- _____ MK 315 Marketing Principles
- _____ MK 412 Sales Management
- _____ MK 414 Consumer Behavior

Public Relations Concentration:

- _____ MM 345 Advertising Principles
- _____ MM 347 Public Relations
- _____ MM 402 Convergent Media News
- _____ MM 427 Public Relations Writing
- _____ MM 470 Integrated Marketing Communications

Electives: Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding

The total number of hours on the student's transcript
 (available in CampusWEB)

- hours earned for courses taken at the developmental level
- + courses currently registered for
- + courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.