



**B.A. Degree  
Mass Communication Major  
2012/2013 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 \_\_\_\_\_  
 Previous Degree: \_\_\_\_\_ A.A. \_\_\_\_\_ A.S. \_\_\_\_\_ Bachelor's  
 Where/term degree earned \_\_\_\_\_

**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. **If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.**

<b>World Understanding</b>	<b>Term</b>	<b>Grade</b>	<b>Course Number &amp; Title</b>
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	_____	_____	_____
Civic Engagement (3 hrs)	_____	_____	MM 101 Intro to Mass Communication <i>(satisfied through major course)</i>
<b>Science &amp; Analytic Curiosity</b>			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____
<b>Artistic &amp; Creative Imagination</b>			
Fine Arts (3 hrs)	_____	_____	_____
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	WH _____ Title: _____ LS/or LF _____ Title: _____ LS/LF/ or WH _____ Title: _____
<b>Communication &amp; Language Fluency</b>			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	_____
Modern Language (0-3 hrs) <i>Complete language through the 102 level (or exempt by BYU FLAT test). If taken, 101 will count as a general or communication elective.</i>	_____	_____	CH/IN/FH/or SH 102/or 115 <i>(or higher)</i>
Communication Elective (3 hrs)	_____	_____	MM 215 Persuasion <i>(satisfied through major course)</i>

Comments:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Program Plan Revised by: \_\_\_\_\_ Date \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**B.A. degree – 2012/2013**  
**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 <sup>LE</sup>
_____	_____	MM 200	Diversity in the Media
_____	_____	GR 207/207L	Digital Graphic Design <sup>LE</sup>
_____	_____	MM 215	Persuasion <sup>LE</sup>
_____	_____	MM 225	Media Writing
_____	_____	MM 332	Media Philosophy and Ethics <sup>LE</sup>
_____	_____	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 <sup>LE</sup>    | MM 333 International Media Syst |
| MM 320 Communication Theory <sup>LE</sup> | MM 334 Intro to Film            |
| MM 324 Scriptw for the Media              | MM 350 Performance              |
| MM 326 Ad Copywriting                     |                                 |

<sup>LE</sup> –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 one 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

**New Media Concentration:**

- \_\_\_\_\_ MM 230 New Media Development
- \_\_\_\_\_ MM 310 Web Design
- \_\_\_\_\_ MK 315 Marketing
- \_\_\_\_\_ MM 402 Convergent Media News
- \_\_\_\_\_ MK 414 Consumer Behavior

**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.

*This program plan was prepared by the Registrar's Office.  
 Revised 02/2012*