



**B.A. Degree  
Mass Communication Major  
2017/2018 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2018. If the student defers admission to fall 2018 or after, the student must contact the adviser to be changed to the subsequent catalog.

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:**

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>Scientific &amp; Analytic Curiosity</b>			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
<small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	MS 205 Introduction to Statistics <i>(satisfied through major foundation course)</i>
<b>Artistic &amp; Creative Imagination</b>			
Fine Arts (3 hrs)	_____	_____	MM 100 Film Appreciation <i>(satisfied through major foundation course)</i>
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	WH _____ Title: _____
	_____	_____	LS/or LF _____ Title: _____
	_____	_____	LS/LF/ or WH _____ Title: _____
<small>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above.</small>			
<b>Communication &amp; Language Fluency</b>			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	_____	_____	SP 108 Fundamentals of Speech <i>(satisfied through major foundation course)</i>
Modern Language (0-3 hrs)	_____	_____	CH/IN/FH/or SH 102/or 115 <i>(or higher)</i> <small>Must complete language through the high beginner level (102 or equivalent. If 101 &amp; 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</small>
Communication (3 hrs)	_____	_____	MM 215 Persuasion <i>(satisfied through major foundation course)</i>

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

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

# B.A. Degree – 2017/2018

## Major: Mass Communications

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### Foundation Courses

Term	Grade	Crs #	Title
_____	_____	MS 205	Intro to Statistics <sup>LE</sup>
_____	_____	SP 108	Fundamentals of Speech <sup>LE</sup>
_____	_____	MM 100	Film Appreciation <sup>LE</sup>
_____	_____	MM 215	Persuasion <sup>LE</sup>

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.

### Mass Communication Core:

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.*

_____	_____	MM 175	Newspaper Practicum
_____	_____	MM 176	Radio Practicum
_____	_____	MM 177	Television Practicum
_____	_____	MM 178	PR/Promotions Practicum
_____	_____	MM 185	Professional Practice 1
_____	_____	MM 186	Portfolio Development
_____	_____	MM 187	Professional Practice 2
_____	_____	MM 188	Portfolio Review

Term	Grade	Crs #	Title
_____	_____	MM 101	Intro to Mass Communication <sup>LE</sup>
_____	_____	MM 225	Media Writing
_____	_____	MM 230	New Media Development
_____	_____	MM 260	Media History and Culture
_____	_____	MM 310	Web Design
_____	_____	MM 332	Media Philosophy and Ethics
_____	_____	MM 450	Communication Law
_____	_____	MM 490	Internship
_____	_____	MM 499	Senior Thesis

<sup>LE</sup> –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

**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.

**Concentration Requirements:** Choose one concentration from digital technology, entertainment, or public relations/journalism.

### Digital Technology Concentration:

_____	_____	GR 207/207L	Digital Graphic Design <sup>LE</sup>
_____	_____	MM 209	Video Production 1
_____	_____	MM 304	Audio Production
_____	_____	MM 309	Video Production 2
_____	_____	MM 402	Convergent Media News
_____	_____	MM 489	Media Producing
_____	_____	MM elective	(see list below) _____

### Entertainment Management Concentration:

_____	_____	AC 200	Survey of Accounting
_____	_____	MM 205	Careers in the Media
_____	_____	MM 375	Media and Entertainment Management
_____	_____	MG 420	Principles of Project Mgmt.
_____	_____	MM 425	Event Planning
_____	_____	MM elective	(see list below) _____
_____	_____	MM elective	(300 level or above) _____

### Public Relations/Journalism Concentration:

_____	_____	GR 207/207L	Digital Graphic Design <sup>LE</sup>
_____	_____	MM 244	newswriting & Copy Editing
_____	_____	MM 329	Editorial/Feature Writing
_____	_____	MM 345	Advertising Principles
_____	_____	MM 370	Pub Relations Campaigns & Writing
_____	_____	MM 402	Convergent Media News
_____	_____	MM 470	Integrated Marketing Communications

**Restricted Electives** Required of Digital Tech & Entertainment Mgmt. concentrations only. *Take one of the following and note "MM Elective" line in concentration.*

AR 250	Beginning Photography	MK 457	Soc Media/Mobile Mkt
BA 223	Principals of Leadership <sup>LE</sup>	MM 200	Diversity in the Media
GR 308	Adv Digital Graphic Des	MM 220	Communication Theory
LE 300	Conflict Resolution <sup>LE</sup>	MM 495	Special Topics

**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.**