B.A. Degree
Mass Communication Major
2011/2012 Catalog

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.

<table>
<thead>
<tr>
<th>World Understanding</th>
<th>Term</th>
<th>Grade</th>
<th>Course Number &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical Perspective (3 hrs)</td>
<td></td>
<td></td>
<td>MM 332 Media Philosophy and Ethics <em>(satisfied through major course)</em></td>
</tr>
<tr>
<td>Global/Civic Perspec. (3 hrs)</td>
<td></td>
<td></td>
<td>MM 101 Intro to Mass Communication <em>(satisfied through major course)</em></td>
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<tr>
<td>World Underst. Elect (3 hrs)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Science &amp; Analytic Curiosity</th>
<th>Term</th>
<th>Grade</th>
<th>Course Number &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematics (3 hrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science (7-8 hrs)</td>
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<tr>
<td>Reasoning (3-4 hrs)</td>
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<table>
<thead>
<tr>
<th>Artistic &amp; Creative Imagination</th>
<th>Term</th>
<th>Grade</th>
<th>Course Number &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine Arts or Literature (3 hrs)</td>
<td></td>
<td></td>
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<tr>
<td>Lifetime Fitness (3 hrs)</td>
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</tr>
<tr>
<td>Artistic &amp; Creative Imagination Elective (3 hrs)</td>
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</table>

<table>
<thead>
<tr>
<th>Communication &amp; Language Fluency</th>
<th>Term</th>
<th>Grade</th>
<th>Course Number &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing (6 hrs)</td>
<td></td>
<td></td>
<td>EH 101 Written Communication</td>
</tr>
<tr>
<td>Speaking (3 hrs)</td>
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<td></td>
<td>EH 102 Reading &amp; Research Writing</td>
</tr>
<tr>
<td>Modern Language (0-3 hrs)</td>
<td></td>
<td></td>
<td>CH/IN/FH/or SH 102/or 115 <em>(or higher)</em></td>
</tr>
<tr>
<td>Communication Elective (3 hrs)</td>
<td></td>
<td></td>
<td>MM 215 Persuasion <em>(satisfied through major course)</em></td>
</tr>
</tbody>
</table>

Comments:

Program Plan Revised by: ____________________________ Date: ____________________________

Revised 04/2011
B.A. degree – 2011/2012
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.

________  ________  ________  _______
________  ________  ________  _______

B.A. degree – 2011/2012
Major: Mass Communications

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 Systems
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.

This program plan was prepared by the Registrar’s Office.
Revised 03/2011