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

**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></td>
</tr>
<tr>
<td>Global Awareness (3 hrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civic Engagement (3 hrs)</td>
<td></td>
<td>MM 101 Intro to Mass Communication <em>(satisfied through major course)</em></td>
<td></td>
</tr>
</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>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasoning (3-4 hrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<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 (3 hrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature (3 hrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifetime Fitness (3 hrs)</td>
<td></td>
<td>WH</td>
<td>Title:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LS/ or LF</td>
<td>Title:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LS/LF/ or WH</td>
<td>Title:</td>
</tr>
</tbody>
</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>EH 101 Written Communication</td>
<td></td>
</tr>
<tr>
<td>Speaking (3 hrs)</td>
<td></td>
<td>EH 102 Reading &amp; Research Writing</td>
<td></td>
</tr>
<tr>
<td>Modern Language (0-3 hrs) Complete language through the 102 level (or exempt by BYU FLAT test). If taken, 101 will count as a general or communication elective.</td>
<td></td>
<td>CH/IN/FH/or SH 102/or 115 <em>(or higher)</em></td>
<td></td>
</tr>
<tr>
<td>Communication Elective (3 hrs)</td>
<td></td>
<td>MM 215 Persuasion <em>(satisfied through major course)</em></td>
<td></td>
</tr>
</tbody>
</table>

Comments: __________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________

Program Plan Revised by: ____________________________ Date: _________________

Student Name: ____________________________
S. SSN/Id No: ____________________________
S. Phone (w): ____________________________ (h): ____________________________
Adviser: ____________________________

Previous Degree: _____ A.A. _____ A.S. _____ Bachelor’s
Where/term degree earned: __________________________________________

Revised 02/2012
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 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 320 Communication Theory LE
MM 324 Scriptwriting for the Media
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 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