

MassComm Button

48 hour major (Major Core: 18 \*12 in major, 6 gen ed) Mass Comm concentration Core: 15; Track 15; Electives 6)

\*1020 and 2200 are counted in the Gen Ed core on the student’s advising form, not under the major)

Major Core: 18 hours (12 within major)

\*COMM 2200 Public Speaking

\*COMM 1020 Appreciation of Drama

COMM 1040 Intro to Mass Communication

COMM 3150 Communication Research Methods

COMM 3950 Internship

COMM 4500 Senior Project

or

COMM 4510 Senior Seminar (News: Multimedia, Prod: TBA, IMC: Integrated Marketing Research or Brand Equity Management)

Concentration Core: 15 hours

1050 Technologies and Techniques of Digital Media (2 hrs) (fall/spring/may)

1060 Fundamentals of Media Writing (1 hr) (fall/spring)

2400 News Writing (News) (fall/spring)

or 2500 Electronic Media Writing (Prod) (fall/spring)

2600 Process and Effects of the Media (fall/spring)

2640 Digital Media Production (fall/spring/summer)

3520 Communications Law (fall/spring)

Track requirements, choice of either News, Production, Integrated Marketing Communication or Media Studies track: 15 hours

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| News  3300 Print/On-line News Reporting 1 (Fall)  3400 Radio News Reporting (Fall)  3800 TV News Reporting (Fall)  4350 Radio-TV News II (Spring)  4360 Print-Online News II (Spring) | Production  3140 Visual Storytelling  3240 Audio Production (fall/spring)  3440 Video Studio Production (fall)  4150 Video Field Production (spring)  4550 Audio/Video Post Production (spring) |

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| Integrated Marketing Communication  3160 Integrated Marketing Comm. (fall/spring)  4460 Creative Advertising Strategies (fall/spring)  4480 Principles of Public Relations  4580 Advanced Public Relations (fall)  4380 Media Leadership & Entrepreneurship (spring) | Media Studies *(choose 5 of the following):*  3260 Computer-Mediated Communication  3370 Media & Culture  4230 Organizational Communication  4255 Crisis Communication  4380 Media Leadership & Entrepreneurship  4400 Programming (fall only)  4480 Principles of Public Relations |

Electives (Choose 6 hours) \*Electives may come from a track (that is not your emphasis) above or these courses below:

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| 2510 Lettering and Layout (prereq: Comm 2640) (spring)  2620 Basic Media Performance (fall/spring)  3000 Media Careers (2) (fall/spring)  3110 Graphic Design (2510 prereq) (spring)  3120 Graphics Production (2520 prereq) (spring)  3130 Screenwriting  3610 Basic Recording Studio (2640 prereq) (fall/spring)  3620 Advanced Media Performance (2620 prereq) (spring)  3910 Communications lab (1.0 credit-- (fall/spring)  may be repeated for a total of 3.0 credits)  3910-01 Radio  3910-02 Radio News  3910-03 TV News  3910-04 TV Program Production  3910-05 Online Magazine (The BluePrint) | 3910-06 TSU News Network  3910-07 IMC Practicum 4050 News Editing (tba)  4060 Investigative Reporting (tba)  4080 Sports Journalism (2400, 2640 and one of the following: 3300,  3400, 3800)  4100 Editorial Writing (tba)  4120 Adv. Graphic Design (3120 or 3110 prereq)  4400 Programming (fall)  4415 Feature Writing (tba)  4530 Reviewing and Criticism (tba)  4600 Special Topics (as needed)  4610 Adv. Recording Studio (3610 prereq) (spring)  4615 Audio for Video (3615 prereq)  4800 Independent Study (fall/spring/summer) |



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**Mass Communication 4 year plan**

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| **1st year Fall - 14**  1040 Intro to Mass Communication (3)  ASOR 1002 (1)  ENGL 1010 (3)  Natural Science I (4)  Foreign Language I or elective (3) | **1st year Spring - 16**  1050 Technologies & Techniques of Media (2 hrs)  1060 Fundamentals of Media Writing (1 hr)  ENGL 1020 (3)  Natural Science II (4)  MATH 1013 or 1110 (3)  Foreign Language II or elective (3) |
| **2nd year Fall - 18**  2400 News Writing (News)  or 2500 Electronic Media Writing (Prod) (3)  2640 Digital Media Production (3)  COMM 2200 (3)  HIST 2010 (3)  Social/Behavior Science I (3)  Foreign Language III or elective (3) | **2nd year Spring - 18**  2600 Process/Effects of Media (3)  THTR 1020 (3)  ART 1010, MUSC 1010 PHIL 2010 or RELS 2010 (3)  HIST 2020 (3)  ENGL 2 *xxx* Soph Literature (3)  Foreign Language IV or elective (3) |

**NEWS** **PRODUCTION**

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| **3rd year Fall - 15**  3300 Print/On-line News 1  (Reporting (Meter staff)  (3)  3400 Radio News  Reporting (WTST Blaze  staff) (3)  3800 TV News Reporting  (TSU TV news staff) (3)  Any electives (6) | **3rd year Spring - 15**  Social/Behavior Science II  (3)  3950 Internship (3) or take  in summer term  3000-4000 electives (6)  4350 Radio-TV News  II (TV/WTST Staff)  or  4360 Print-Online  News II (Meter Staff) (3) | **3rd year Fall - 15**  3240 Audio Production (3)  3440 Video Studio Production  (3)  Any electives (9) | **3rd year Spring - 15**  4340 Video Field Production  (3)  3520 Comm Law & Ethics  (3)  3950 Internship (3)  3000-4000 electives (6) |
| **4th year Fall - 12**  Choice of:  3520 Comm Law & Ethics  (3)  3000-4000 electives (9) | **4th year Spring - 12**  4500 Senior Project  or  4510 Senior Seminar  Multimedia (News  Capstone (3)  3000-4000 electives (6)  Any electives (3) | **4th year Fall - 12**  4550 Audio/Video Post  Production (3)  3000-4000 electives (9) | **4th year Spring - 12**  4500 Senior Project  or 4510 Senior Seminar  Prod. Capstone (3)  3000-4000 electives (6)  Any electives (3) |

**INTEGRATED MARKETING COMMUNICATION**

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| **3rd year Fall - 15**  3100 Integrated Marketing  Communication (3)  4460 Creative Advertising  Strategies (3)  Any electives (6) | **3rd year Spring - 15**  4480 Principles of Public  Relations (3)  3520 Communications Law  (3)  3950 Internship (3)  3000-4000 electives (6) |
| **4th year Fall - 12**  4580 Adv. Public Relations (3)  3000-4000 electives (9) | **4th year Spring - 12**  4500 Senior Project  or 4510 Senior Seminar  Prod. Capstone (3)  3000-4000 electives (6)  Any electives (3) |