

4 + 1 BA MEDIA MGT/MBA DEGREE PLAN

Year 1			
SEMESTER 1		SEMESTER 2	
Course	Credit	Course	Credit
Freshman Comp 1	3	Freshman Comp 2	3
College Algebra(GEIII MATH	3	GE	3
GE	3	GE	3
GE or major	3	GE or major	3
Media & Society	3	Public Speaking or Discuss	3
Total Number of Credits	15	Total Number of Credits	15

Year 2			
SEMESTER 3		SEMESTER 4	
Course	Credit	Course	Credit
Foreign Language 1	3	Foreign Language 2	3
GE	3	GE	3
Microeconomics	3	Financial Accounting	3
GE	3	GE	3
Elect Media Mgt & Ecor	3	Intro to Advertising	3
Total Number of Credits	15	Total Number of Credits	15

Year 3			
SEMESTER 5		SEMESTER 6	
Course	Credit	Course	Credit
Elect Med Programming	4	Comm Technology	3
Required Media Elective	3	Media Research Methods	4
Marketing	3	Required Media Elective	3
Statistics Bus & Ecn 1	3	Required Media Elective	3
Managerial Accounting	3	GE or elective	3
Total Number of Credits	16	Total Number of Credits	16

SUMMER			
Course	Credit	Course	Credit
GE or elective	3	Princ. Of Management	3
Total Number of Credits	3	Total Number of Credits	3

Year 4			
SEMESTER 7		SEMESTER 8	
Course	Credit	Course	Credit
Required Media Elective	3	Internship & Seminar OR	3 to 15
Finance	3	Required Media Elective	3
Required Media Elective	3 or 4	& Electives & 2 MBA to	
MBA Course	3	free summer for internship	
MBA Course	3		
Total Number of Credits	15-16	Total Number of Credits	15

SUMMER			
Course	Credit	Course	Credit
MBA Course	3	MBA Course	3
Total Number of Credits	3	Total Number of Credits	3

Year 5			
SEMESTER 9		SEMESTER 10	
Course	Credit	Course	Credit
MBA Course	12	MBA Courses	12
Total Number of Credits	12	Total Number of Credits	12