

Media Management Major Plan

506-M Major Code
 Liberal Arts Curriculum
 40 or 41 Credit Hours

Student Name _____

Student Number _____

Graduation Date _____

TERM REQUIRED CORE COURSES = 12 CREDIT HOURS COMPLETED GRADE

_____ CMM101 - Media and Society (3) _____ _____

_____ CMM221 - Introduction to Advertising (3) _____ _____

_____ CMM224 - Media Management and Economics (3) _____ _____

AND ONE OF THE FOLLOWING: (3)

_____ CMM104 - Public Speaking (3) _____ _____

_____ CMM203 - Radio and Television Performance (3) _____ _____

_____ CMM204 - Small Group Communication (3) _____ _____

_____ CMM357 - Argumentation (3) _____ _____

_____ THE 334 - Speech for the Stage (3) _____ _____

REQUIRED COURSES = 13 CREDIT HOURS:

_____ CMM322 - Electronic Media Programming (4) _____ _____

_____ CMM323 - Communication Technology (3) _____ _____

_____ CMM350 - Media Research Methods (4) **OR** _____ _____

_____ CMM354 - Communication Research Methods (4) _____ _____

AND ONE OF THE FOLLOWING: (3)

_____ CMM431 - Advertising Sales _____ _____

_____ CMM433 - Aesthetics & Criticism of TV (3) _____ _____

_____ CMM434 - International Media Systems (3) _____ _____

_____ CMM454 - Organizational Communication Seminar (3) _____ _____

TERM	SELECT THREE COURSES FROM THE FOLLOWING (9 or 10 credits):	TAKEN	GRADE
_____	JRN 452 – Mass Media Law (3)	_____	_____
_____	CMM331 – Broadcast & Cable History (3)	_____	_____
_____	CMM353 – Theories of Persuasion (4)	_____	_____
_____	CMM360 – Organizational Communication (3)	_____	_____
_____	CMM431 – Advertising Sales (3)	_____	_____
_____	CMM432 – TV in American Culture (3)	_____	_____
_____	CMM434 – International Media Systems (3)	_____	_____
_____	CMM450 – Negotiation (3)	_____	_____

ELECTIVES (6 credits)

Three (3) credits must be upper division, up to three (3) may be from outside the department given advisor approval, and up to three (3) credits of Internship can count as electives.

_____	_____	_____	_____
_____	_____	_____	_____

General Requirements

- 1. The students must maintain a 2.5 average in all Required courses.**
- 2. Grades below a C- will not be accepted in any major course.**
- 3. A 2.0 average in Communication & Media department courses is required for degree application.**

SIGNATURES:

STUDENT _____ DATE _____

DEGREE APPLICATION APPROVAL/ADVISOR _____ DATE _____