

BAKER UNIVERSITY MAJOR CHECKLIST

MASS MEDIA
B.A. or B.S.

MAJOR REQUIREMENTS

COURSES COMPLETED OR IN PROGRESS

CORE REQUIREMENTS: (24 Hrs)

*NOTE: Grade of "C" or better required for all core courses

MM140 Mass Media & Society _____
MM230 Digital Media I _____
MM250 Writing for Mass Media _____
MM331 Mass Media Ethics UC _____

MM345 Advanced Reporting UC _____
MM376 Media Theory & Methods UC _____
MM476 Senior Seminar in Mass Media UC _____
MM478 Mass Media Law UC _____

SUCCESSFUL COMPLETION OF ASSESSMENT PORTFOLIO _____

COMPLETION OF ONE OF THE FOLLOWING TRACKS:

TRACK 1: PUBLIC RELATIONS: (34 Hrs)

MM260 Introduction to Public Relations _____
MM261 Public Relations Writing _____
MM340 Public Relations Case Studies UC _____
MM470 Public Relations Campaigns UC _____

Must complete at least two of the following:

MM231, MM232, MM320, MM325, _____
MM341, MM342 _____

Must complete four hours of workshop:

MM248 PR Workshop (2 hrs required) _____

Two additional hrs chosen from:

MM241 Newspaper/Online _____

MM243 Radio _____

MM244 Television _____

Supporting Coursework (12 hrs)

BS141 Introduction to Business _____

BS271 Principles of Marketing _____

EC242 Principles of Economics: Micro _____

One of the following:

BS251 Business Law I _____

BS252 Business Law II _____

BS462 International Marketing _____

SA385 Sports Marketing _____

TRACK 2: MULTIMEDIA (34 Hrs)

Must complete six courses from the following:

MM170, MM205, MM231, MM232, _____

MM270, MM310, MM320, MM341, _____

MM342, MM370, MM430 _____

Must complete four hours from the following:

MM241 Newspaper/Online _____

MM243 Radio _____

MM244 Television _____

Supporting Coursework (12 hrs)

(Selected from one discipline of student's choosing)

STUDENT NAME: _____

STUDENT NUMBER: _____

DATE: _____

TRACK 3: SPORTS COMMUNICATION (35 Hrs)

MM260 Introduction to Public Relations _____

MM270 Sports Broadcasting _____

MM271 Sports Broadcasting Lab (1 hr) _____

MM310 Sports Writing and Announcing UC _____

MM420 Race, Gender, and Sports Media UC _____

Must complete at least two of the following:

MM231, MM261, MM320, MM341, _____

MM342, MM430 _____

Must complete four hours from the following:

MM241 Newspaper/Online _____

MM243 Radio _____

MM244 Television _____

MM248 PR Workshop _____

Supporting Coursework (12 hrs)

BS141 Introduction to Business _____

SA285 Sports Marketing _____

SA351 The Law of Sports UC _____

SA388 Sports Management UC _____