

BAKER UNIVERSITY MAJOR CHECKLISTMASS MEDIA
B.A. or B.S.**MAJOR REQUIREMENTS**

- 59 credit hours required
- Minimum of 15 credit hours of Mass Media must be upper-college

COURSES COMPLETED OR IN PROGRESS**CORE REQUIREMENTS: (24 Hrs)***NOTE: Grade of "C" or better required for all core courses

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

MM345 Advanced Reporting UC _____
 MM376 Media Theory and 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 **two courses** of the following:

MM231, MM232, MM285 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 from the following)

BS141 Introduction to Business _____
 BS251 Business Law I _____
 BS252 Business Law II _____
 BS271 Principles of Marketing _____
 BS462 International Marketing _____
 EC242 Principles of Economics: Micro _____
 SA385 Sports Marketing _____

TRACK 3: SPORTS MEDIA (34 Hrs)

MM270 Sports Broadcasting _____
 MM310 Sports Writing and Announcing UC _____

Must complete **four courses** of the following

MM231, MM260, MM285, MM320, _____
 MM341, MM342, MM420, MM430 _____

Must complete **four hours** from the following:

MM241 Newspaper/Online _____
 MM243 Radio _____
 MM244 Television _____
 MM248 PR Workshop _____
 MM271 Sports Broadcasting Lab _____

Supporting Coursework (12 hrs from the following)

BS141 Introduction to Business _____
 SA141 Intro to Sports Administration _____
 SA285 Sports Marketing _____
 SA351 The Law of Sports _____
 SA388 Sports Management _____

TRACK 2: MULTIMEDIA (34 Hrs)Must complete **four courses** from the following:

MM170, MM231, MM232, MM270, _____
 MM285, MM320, MM342, MM370 _____

Must complete **two courses** from the following:

AH320, MM205, MM310, MM341, _____
 MM378, MM430 _____

Must complete **four hours** from the following:

MM241Newspaper/Online _____
 MM243 Radio _____
 MM244 Television _____

Supporting Coursework (12 hrs)

(Selected from one discipline of student's choosing)

STUDENT NAME: _____

STUDENT NUMBER: _____

DATE: _____