

**BAKER UNIVERSITY MAJOR CHECKLIST**

MASS MEDIA  
B.A. or B.S.

**MAJOR REQUIREMENTS**

**COURSES COMPLETED OR IN PROGRESS**

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

**CORE REQUIREMENTS: (24 Hrs)**

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

MM140 Mass Media and Society	_____	MM345 Advanced Reporting	UC _____
MM230 Digital Media I	_____	MM376 Media Theory and Methods	UC _____
MM250 Writing for Mass Media	_____	MM476 Senior Seminar in Mass Media	UC _____
MM331 Mass Media Ethics	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:  
MM232, MM285 MM320, MM325, \_\_\_\_\_

MM330, 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 \_\_\_\_\_

**TRACK 3: SPORTS MEDIA (34 Hrs)**

- MM270 Sports Broadcasting \_\_\_\_\_
  - MM310 Sports Writing and Announcing UC \_\_\_\_\_
- Must complete four courses of the following  
MM260, MM261, MM285, MM320, \_\_\_\_\_  
MM330, 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, MM232, MM270, MM285, \_\_\_\_\_  
MM320, MM330, MM342, MM370 \_\_\_\_\_

Must complete two courses from the following:

- AH320, MM205, MM310, MM341, \_\_\_\_\_
- 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: \_\_\_\_\_