

BAKER UNIVERSITY MAJOR CHECKLIST

MASS MEDIA
B.A. or B.S.

MAJOR REQUIREMENTS

COURSES COMPLETED OR IN PROGRESS

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

CORE REQUIREMENTS: (27 Hours)

MM140 Mass Media & Society _____
MM230 Digital Media I _____
MM231 Digital Media II _____
MM250 Writing for Mass Media I _____
MM251 Writing for Mass Media II _____

MM331 Mass Media Ethics UC _____
MM376 Media Theory & Methods UC _____
MM476 Senior Seminar in Comm UC _____
MM478 Mass Media Law UC _____

COMPLETION OF ONE OF THE FOLLOWING TRACKS:

TRACK 1: PUBLIC RELATIONS

MM260 Introduction to Public Relations _____
MM261 Public Relations Writing _____
MM325 Mass Media Advertising UC _____
MM340 Public Relations Case Studies UC _____

Must complete **at least two** of the following:

MM320 Audio/Visual Production UC _____
MM341 Editing UC _____
MM342 Publications Design _____
MM345 Advanced Reporting _____
MM350 Documentary Production _____

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

MM248 Pub Rel Wkshop (2 hrs required) _____

MM241 Newspaper/Online _____
MM243 Radio _____
MM244 Television _____

Supporting Coursework

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 _____
BS385 Sports Marketing and Management _____
BS462 International Marketing _____

TRACK 2: MULTIMEDIA

MM205 Intro to Broadcasting ("C" or better req) _____
MM320 Audio/Visual Production UC _____
MM346 Advanced Broadcasting UC _____
MM350 Documentary Production UC _____

Must complete **at least two** of the following:

MM341 Editing UC _____
MM342 Publications Design UC _____
MM345 Advanced Reporting _____
MM430 Opinion Writing _____

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

MM241 Newspaper/Online _____
MM243 Radio _____
MM244 Television _____

Supporting Coursework

EC111 Econ Analysis of Social Issues _____
HI127 History of U.S. to 1877 _____
HI128 History of U.S. since 1877 _____
PS115 Introduction to American Politics _____

TRACK 3: SPORTS INFORMATION

MM260 Introduction to Public Relations _____
MM261 Public Relations Writing _____
MM270 Sports Broadcasting _____
MM271 Sports Broadcasting Lab (1 hr) _____
MM310 Sports Writing for Media UC _____

Must complete **at least two** of the following

MM320 Audio/Video Production UC _____
MM341 Editing UC _____
MM342 Publications Design UC _____
MM345 Advanced Reporting UC _____

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

MM241 Newspaper/Online _____
MM243 Radio _____
MM244 Television _____
MM248 PR Workshop _____

Supporting Coursework

BS141 Introduction to Business _____
BS351 The Law of Sports UC _____
BS385 Sports Marketing and Management UC _____

STUDENT NAME: _____

STUDENT NUMBER: _____

DATE: _____

SPECIAL NOTE: Students majoring in a discipline that requires fewer than 12 hours of supporting coursework must complete a minor area of concentration. Therefore, a minor is required for the Mass Media major Track 3. For specific minor requirements, refer to the departmental section of the 2011-2012 Catalog.

Minor: _____