

BAKER UNIVERSITY MAJOR CHECKLIST

MASS MEDIA
B.A. or B.S.

MAJOR REQUIREMENTS

(40 hours of Mass Media; 15 must be upper-college hours)

COURSES COMPLETED OR IN PROGRESS

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

CORE REQUIREMENTS: (27 Hours)

MM140 Mass Media & Society	_____
MM250 Writing for Mass Media I	_____
MM251 Writing for Mass Media II	_____
MM230 Digital Media I	_____
MM231 Digital Media II	_____
MM331 Mass Media Ethics	UC _____
MM376 Media Theory & Methods	UC _____
MM476 Senior Seminar in Communication	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	_____
MM246 Advanced Radio	_____
MM247 Advanced Television	_____

Supporting Coursework

BS141 Introduction to Business	_____
BS271 Principles of Marketing	_____
EC242 Principles of Economics: Micro	_____
<u>One of the following</u>	
BS251 Business Law I	_____
BS252 Business Law II	_____
BS385 Sports Marketing and Management	_____
BS462 International Marketing	_____

TRACK 2: MULTIMEDIA

MM205 Introduction to Broadcasting	_____
MM305 Broadcasting News & Pub Affairs	UC _____
MM320 Audio/Visual Production	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	_____
MM246 Advanced Radio	_____
MM247 Advanced 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	_____

STUDENT NAME: _____

STUDENT NUMBER: _____

DATE: _____