

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, MM430 _____

Must complete four hours from the following:

- MM241 Newspaper/Online _____
- MM243 Radio _____
- MM244 Television _____
- MM248 Public Relations _____
- 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, MM285, _____
- MM320, MM330, MM342, MM370 _____

Must complete two courses from the following:

- MM205, MM270, MM310, MM325, _____
- MM 341, 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: _____