

**BAKER UNIVERSITY MAJOR CHECKLIST**

MASS MEDIA  
B.A. or B.S.

MAJOR REQUIREMENTS

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:

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 Workshop \_\_\_\_\_  
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 Workshop \_\_\_\_\_  
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:

MM241 Newspaper/Online Workshop \_\_\_\_\_  
MM243 Radio \_\_\_\_\_  
MM244 Television \_\_\_\_\_

**Supporting Coursework** (12 hrs)

(Selected from one discipline of student's choosing)

STUDENT NAME: \_\_\_\_\_

STUDENT ID: \_\_\_\_\_

DATE: \_\_\_\_\_

