

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:

MM343 Radio _____

MM344 Orange Online Video Workshop _____

MM346 Orange Online News Workshop _____

Supporting Coursework (12 hrs from the following)

BS141 Introduction to Business _____

BS251 Business Law I _____

BS252 Business Law II _____

BS371 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:

MM343 Radio _____

MM344 Orange Online Video Workshop _____

MM346 Orange Online News Workshop _____

MM348 Public Relations Workshop _____

MM371 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:

MM343 Radio _____

MM344 Orange Online Video Workshop _____

MM346 Orange Online News Workshop _____

Supporting Coursework (12 hrs)

(Selected from one discipline of student's choosing)

STUDENT NAME: _____

STUDENT ID: _____

DATE: _____