

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 _____

MM347 Multimedia Storytelling UC _____
MM376 Media Theory and Methods UC _____
MM476 Senior Seminar in Mass Media UC _____
MM478 Mass Media Law UC _____

COMPLETION OF ONE OF THE FOLLOWING TRACKS:

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:
MM223, MM232, MM285, MM320, _____
MM322, MM325, MM330 _____

Must complete four hours of workshop:
MM348 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 _____

SPORTS MEDIA (34 HRS)

MM260 Introduction to Public Relations _____
MM270 Sports Broadcasting _____
Must complete four courses of the following
MM223, MM261, MM285, MM320, _____
MM322, MM330 _____

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 _____

MULTIMEDIA (34 HRS)

Must complete four courses from the following:
MM170, MM232, MM285, MM320, _____
MM330, MM370 _____

Must complete two courses from the following:
MM205, MM223, MM270, MM322, _____
MM325 _____

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: _____