



BAKER UNIVERSITY MAJOR CHECKLIST

MASS MEDIA B.A. or B.S.

MAJOR REQUIREMENTS

CORE REQUIREMENTS: (24 HRS)

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

MM140 Mass Media and Society _____	MM347 Multimedia Storytelling 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 _____

COMPLETION OF ONE OF THE FOLLOWING TRACKS

PUBLIC RELATIONS TRACK: (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 (taken twice) UC _____	
UC _____	

Must complete 2 credit hours from:

MM343, MM344, MM346 UC _____	
UC _____	

Supporting Coursework (12 cr 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 _____	

MULTIMEDIA TRACK: (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 4 credit hours from the following:

MM343 Radio UC _____	
MM344 Orange Online Video Workshop UC _____	
MM346 Orange Online News Workshop UC _____	
UC _____	

Supporting Coursework (12 cr hrs)

(Selected from one discipline of student's choosing)

SPORTS MEDIA TRACK: (34 HRS)

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

Must complete 4 credit hours from the following:

MM343 Radio UC _____	
MM344 Orange Online Video Workshop UC _____	
MM346 Orange Online News Workshop UC _____	
MM348 Public Relations Workshop UC _____	
MM371 Sports Broadcasting Lab _____	

Supporting Coursework (12 cr hrs from the following)

BS141 Introduction to Business _____	
SA141 Intro to Sports Administration _____	
SA285 Sports Marketing _____	
SA351 The Law of Sports UC _____	
SA388 Sports Management _____	

STUDENT NAME: _____

STUDENT ID: _____

DATE: _____

Catalog year: 2021