



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 _____
<u>Must complete two courses from the following:</u>	
MM223, MM267, MM285, MM322,	_____
MM325, MM330, MM440	_____

Must complete **four** hours of workshop:

MM348 PR Workshop (taken twice)	UC _____
	UC _____

Must complete **2 credit hours** from the following:

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, MM260, MM285, MM330,	_____
MM370, MM440	_____

	UC _____

Must complete **two** courses from the following:

MM205, MM223, MM270, MM322,	_____
MM325	_____

Must complete **4 credit hours** from the following:

MM343, MM344, MM346, MM348	UC _____
	UC _____
	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	_____
MM267 Sports Public Relations	_____
<u>Must complete three courses from the following</u>	
MM223, MM261, MM285, MM322,	_____
MM330, MM440	_____

Must complete **4 credit hours** from the following:

MM343, MM344, MM346, MM348	UC _____
	UC _____
	UC _____
	UC _____

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: 2023