## **Bachelor of Science Communications Media/Media Marketing-NewTrk-2016-08-31**

• The workflow icon is no longer available. Please click on the Page Status after the orange circle icon near the page title. \*

Form Information

The page you originally access is the global template version. To access the template document that progresses through the workflow, please complete the following steps:Form Information

"SAVE" on bottom right

- DO NOT TYPE ANYTHING INTO THE FIRST PAGE OTHER THAN THE TEXT IN BRACKETS
- Please be sure to remove the Brackets while renaming the page

Third Step: Make sure the word <u>DRAFT</u> is in yellow at the top of the proposal

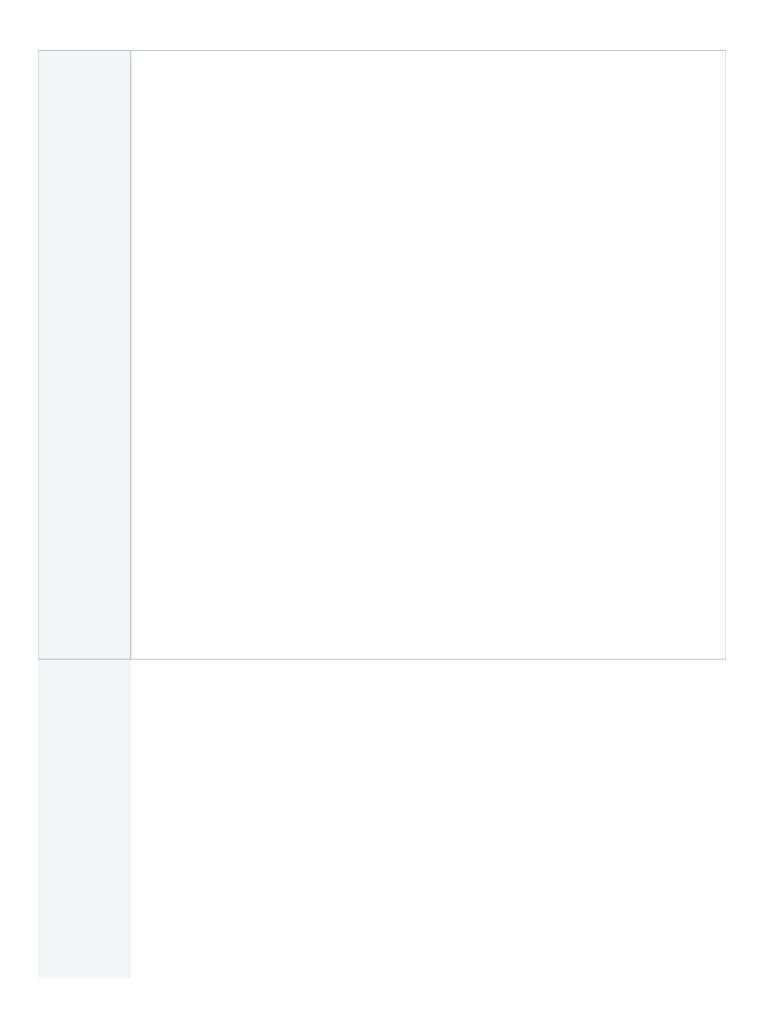
Fourth Step: Click on "EDIT CONTENTS" (not EDIT) and start completing the template. When exiting or when done, click "SAVE" on bottom right

When ready to submit click on the workflow icon and hit approve. It will then move to the chair as the next step in the workflow.

\*Indicates a required field

Proposer*	B. Gail Wilson	Proposer Email*	bgwilson@iup.edu
Contact Person*	B. Gail Wilson	Contact Email*	bgwilson@iup.edu
Proposing Department/Unit*	Communications Media	Contact Phone*	357-3210

(A) Track Title:	
•	Communications Media/Media Marketing
(B) Degree Designation:*	Bachelor of Science
(C) Program Name:*	Communications Media
(D) List number of credits:*	44 major credits plus 12 required marketing credits
(E) Course Level:*	undergraduate-level



Required courses:		
COMM 101 Communications Media in American Society	3cr	
COMM 150 Aesthetics and Theory of Communications Media	3cr	
COMM 395 Career Planning in Communications Media	1cr	
COMM 475 Senior Portfolio Presentation	1cr	
COMM 493 Internship (summer only)	9cr	
Writing Intensive		
One COMM W course	3cr	
Basic Media Production (minimum of two courses from this list)	6cr	
COMM 240 Communications Graphics	3cr	
COMM 249 Basic Audio Recording Techniques	3cr	
COMM 251 Television Production	3cr	
COMM 271 Beginning Photography	3cr	
COMM 306 2-D Digital Game Development	3cr	
COMM 349 Radio Production	3cr	
Media Marketing Courses	12cr	
COMM 305 Electronic Media Programming and Sales	3cr	
COMM 335 Communications Consulting and Project Management	3cr	
COMM 401 Promotion for Radio, Television, and Cable	3cr	
COMM 470 Management Practices in Electronic Communications	3cr	
One translated about the con-	0	
Controlled electives:  Other COMM elective courses	6cr	
Other COMM elective courses		
Marketing Requirements	12	
MKTG 320 Principles of Marketing	3cr	
MKTG 433 Advertising	3cr	
MKTG 439 Internet Marketing	3cr	
MKTG 445 Social Media Marketing	3cr	
Other Requirements	9	
Additional courses outside Communications Media that augment the		
student's major course of study (advisor approval)		
Free Electives:  Total Degree Requirements	8-9 120	

(H) Student Learning Outcomes*	At the conclusion of the program, students will be able to:  Understand basic principles of marketing and communications as applied to media  Develop oral and written communication skills  Develop marketing and communications plans for media  Carry out discipline specific research including interpreting relevant data  Create effective communication toolations plTecific reseiond591skis the 3p1sk 59.92 Tm (Develop orak dinjn6T BT /aommunicatil h0h