


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

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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
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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

Controlled electives: 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: 8-9**Total Degree Requirements** 120

<p>(H) Student Learning Outcomes*</p>	<p>At the conclusion of the program, students will be able to:</p> <ul style="list-style-type: none"> 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 pITecific reseiond591skis the 3p1sk 59.92 Tm (Develop orak dinjn6T BT /aommunicatil h0h