

Electronic Media Interdisciplinary Concentration

A concentration in Electronic Media will teach you about the importance of deadlines, budgets, and the impact their actions have on a production team. As an advanced student you will gain understanding about the art and power of communicating messages through video, audio and the web. The Electronic Media interdisciplinary concentration includes emphases in:

Audio Production: gain skills in digital editing, on-air performance, management and sales primarily in preparation for a career in radio.

Broadcast News: gain skills in reporting, editing, shooting, anchoring and studio production for careers both in front of and behind the camera in television news.

Entertainment: acquire skills in production, writing and content development to prepare to pursue further graduate study and careers within the entertainment industry.

Video Production: acquire skills in studio and field production to create institutional, educational and commercial video productions.

Communication Foundation, Core, Depth, and Breadth Courses

To earn a Communication degree students must successfully complete a series of foundation, core, depth and breadth courses as defined below:

Foundation Courses—Communication courses required for admission to the major.

Core Courses—Communication courses required of all Communication majors regardless of their chosen concentrations.

Depth Courses—required and elective Communication courses that are specified and vary based on the interdisciplinary concentration and emphasis area selected.

Breadth Courses—required and elective courses from other departments within the University that are specified and vary based on the interdisciplinary concentration and emphasis area selected.

I. Required Foundation Courses (9 credits)

- COMM HU1020 Principles of Public Speaking (3) *Su, F, S*¹
- COMM 1130 Media Writing (3) *Su, F, S*
- COMM HU2110 Interpersonal & Small Group Communication (3) *Su, F, S*

II. Required Core Courses (15 credits)

- COMM 3000 Communication Theory (3) *Su, F, S*
- COMM SI3150 Communication Research Methods (3) (Pre/co-requisite: COMM 3000)
- COMM 3650 Communication Law (3) (Pre/co-requisite: COMM 3000) *F, S*
- COMM 4890 Internship (External) (3) (Pre/co-requisite: COMM 3000) *Su, F, S*
- COMM 4990 Senior Seminar (3) (Prerequisite: COMM 3000, Communication Major with Senior-level standing) *Su, F, S*

III. Required Depth Courses for ALL Electronic Media Students (15 credits)

- COMM 1500 Introduction to Mass Communication (3) *Su, F, S*
 - COMM 1560 Audio Production and Performance (3) *F*
 - COMM 2200 In-Studio Production and Performance (3) *F*
 - COMM 3730 Media Programming & Audiences (3) (Pre/co-requisite: COMM 3000) *S*
 - COMM 3740 Copywriting for Audio and Video (3) (Pre/co-requisite: COMM 3000) *S*
- OR**
- COMM 4760 Electronic Media Management (3) (Pre/co-requisite: COMM 3000) *Occasional*

IV. Elective Depth Courses for ALL Electronic Media Students (12 credits)

¹The symbols “*Su, F, S*” represent the semesters (Summer, Fall, Spring) the courses are typically offered. If no symbols are shown, contact the department to determine when the course is offered.

Select four (4) of the following courses with approval from your major advisor:

- COMM HU2010 Mass Media and Society (3) *F, S*
- COMM 2730 Radio Production Workshop (1) *F, S*
- COMM 2751 Field Video Production and Performance (3) *F*
- COMM 3070 Performance Studies (3) (Pre/co-requisite: COMM 3000) *F*
- COMM 3130 News Reporting and Writing (3) (Pre/co-requisite: COMM 3000) *F*
- COMM 3400 Public Relations (3) (Prerequisite: COMM 2350; Pre/co-requisite: COMM 3000) *F*
- COMM 3440 Public Relations Writing (3) (Pre/co-requisite: COMM 3000) *F*
- COMM DV3080 Intercultural Communication (3) (Pre/co-requisite: COMM 3000) *S*
- COMM DV3090 Gender and Communication (3) (Pre/co-requisite: COMM 3000) *F*
- COMM 3550 Organizational Communication (3) (Pre/co-requisite: COMM 3000) *Su, F, S*
- COMM 3780 Broadcast News Writing and Production (3) (Pre/co-requisite: COMM 3000) *F*
- COMM 3810 Persuasive Communication (3) (Pre/co-requisite: COMM 3000) *Su, F, S*
- COMM 3850 Advertising (3) (Pre/co-requisite: COMM 3000) *F*
- COMM 3890B Advanced Cooperative Work Experience–KWCR (1-3 credits) (Pre/co-requisite: COMM 3000) *F, S*
- COMM 3890D Advanced Cooperative Work Experience–Television Broadcasting (1-3 credits) (Pre/co-requisite: COMM 3000) *F, S*
- COMM 4130 In-Depth and Investigative Journalism (3) (Pre/co-requisite: COMM 3000) *S*
- COMM 4750 Advanced Audio and Video Production (3) (Pre/co-requisite: COMM 3000) *S*
- COMM 4800 Special Study and Individual Projects (1-3) (3) (Pre/co-requisite: COMM 3000) *Su, F, S*

Electronic Media Emphasis Areas

Students must select **one** emphasis area (Audio Production, Broadcast News, Entertainment, or Video Production) and choose from the appropriate list of required and elective breadth courses below in consultation with their major advisor.

V. Required Breadth Courses

A. Audio Production Emphasis (2 credits)

- CEET 1110 Basic Electronics (2) (Prerequisite: Credit for or concurrent enrollment in MATH 1010) *F, S*

B. Broadcast News Emphasis (3 credits)

- POLS 3760 State Government and Politics (3)

C. Entertainment Emphasis (3 credits)

- MKTG 3010 Marketing Concepts and Practices (3) *Su, F, S*

D. Video Production Emphasis (3 credits)

- MKTG 3010 Marketing Concepts and Practices (3) *Su, F, S*

VI. Elective Breadth Courses

A. Audio Production Emphasis Area (15 credits)

Select a total of five (5) courses from below in consultation with your major advisor.

- ACTG 2010 Survey of Accounting I (3) *F, S*
- BSAD 1010 Introduction to Business (3) *Su, F, S*
- BSAD 3000 Small Business Management (3) *Su, F, S*

No more than two (2) of the following Marketing (MKTG) courses:

- MKTG 3010 Marketing Concepts and Practices (3) *Su, F, S*
- MKTG 3100 Consumer Behavior (3) (Prerequisite: MKTG 3010) *Su, F, S*
- MKTG 3450 Promotion Management (3) (Prerequisite: ACTG 2010, BSAD 1010, MKTG 3010, and prerequisite or current enrollment in MKTG 3100) *F, S*

- MUSC 2100 Rock Music Styles–A History (3)

No more than two (2) of the following Political Science (POLS) courses:

- POLS 3600 Political Parties (3)
- POLS 3610 Campaigns and Elections (3)

- POLS 3760 State Government and Politics (3)
- SST 2443 Advertising Methods (3) *Su, F, S*
- THEA CA1033 Acting I (3)

B. Broadcast News Emphasis (15 credits)

Select a total of five (5) courses from below in consultation with your major advisor.

- ACTG 2010 Survey of Accounting I (3) *F, S*
- BSAD 1010 Introduction to Business (3) *Su, F, S*
- BSAD 3000 Small Business Management (3) *Su, F, S*
- CHF DV3350 Diverse Families (3)
- ECON SS2010 Principles of Microeconomics (3) (Prerequisite: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis) *F, S*
- ECON SS2020 Principles of Macroeconomics (3) (Prerequisite: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis, and ECON SS2010) *F, S*

No more than one (1) of the following Geography (GEOG) courses:

- GEOG 3050 Weather and Climate (3) (Prerequisite: GEOG PS/SI1000, or GEO PS/SI1130, or the equivalent) *S*
- GEOG 3360 Economic Geography (3) *S*

No more than one (1) of the following Geoscience (GEO) courses:

- GEO PS/SI1130 Introduction to Meteorology (3) *F, S*
- GEO 3080 Water Resources (3) (Prerequisite: GEO SI1115) *F*

No more than three (3) of the following Political Science (POLS) courses:

- POLS 3140 Foreign Policy of the United States (3)
- POLS 3600 Political Parties (3)
- POLS 3610 Campaigns and Elections (3)
- POLS DV3630 Identity Politics (3)
- PSY 3270 Motivation and Emotion (3) (Prerequisite: PSY SS1010)
- TBE 3540 Advanced Multimedia Applications (3) (Prerequisite: TBE TE1700 and TBE 3533) *S*

C. Entertainment Emphasis (15 credits)

- ANTH DV3500 Elements of Culture (3) (Prerequisite: ANTH SS/DV1000, or ANTH SS/DV2010, or consent of instructor)
- ANTH DV3900 Magic, Shamanism and Religion (3)
- ART 1120 Design: 2D (3) *F, S*
- ART 3420A Bitmat Imaging (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420B Vector Drawing (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420C Digital Page Composition (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420D Design for the Internet (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 4420 Advanced Digital Media (3) (Prerequisite: ART 1120 or consent of instructor) (Prerequisite: ART 3420A, ART 3420B, ART 3420C, ART 3420D, or consent of instructor) *S*
- ART 4440 Interactive Media (3) (Prerequisite: ART 3420A, ART 3420B, and ART 3420D, or consent of instructor)
- ECON SS2010 Principles of Microeconomics (3) (Prerequisite: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis) *F, S*

No more than three (3) of the following English (ENGL) courses:

- ENGL 3350 Literary Genres (3)
- ENGL HU3510 World Literature (3)
- ENGL 3580 Regional Literature in America (3)
- ENGL 4550 American Literature—Contemporary (3)

No more than one (1) of the following Interior Design Technology (ITD) courses:

- IDT 3010 Historical Interiors (3) *F*
- IDT 3020 American and Modern Interiors (3) *S*
- MGMT 2400 Project Management (3)
- MKTG 3100 Consumer Behavior (3) (Prerequisite: MKTG 3010) *Su, F, S*

No more than three (3) of the following Theater (THEA) courses:

- THEA 2012 Stage Scenery (2) *F*
- THEA 2032 Stage Lighting (2) *S*

- THEA 3103 Directing 1 (3) (Prerequisite: THEA CA1033 and at least two of the following classes: THEA 1223, THEA 2012, THEA 2022, or THEA 2032) *F*
- THEA 3303 History and Literature of Theater (3) *F*
- THEA 3505 Playwriting 1 (3) (Prerequisite: ENGL EN1010 and ENGL EN2020)
- TBE 3533 Multimedia Web Animation (3) (Prerequisite: TBE TE1700) *F*
- TBE 3534 Advanced Multimedia Applications (3) (Prerequisite: TBE TE1700 and TBE 3533) *S*

D. Video Production Emphasis (14-15 credits)

- ACTG 2010 Survey of Accounting I (3) *F, S*
- ART 3420A Bitmat Imaging (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420B Vector Drawing (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420C Digital Page Composition (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*
- ART 3420D Design for the Internet (1) (Prerequisite: ART 1120 or consent of instructor) *F, S*

No more than one (1) of the following Art (ART) courses:

- ART 4420 Advanced Digital Media (3) (Prerequisite: ART 1120 or consent of instructor) (Prerequisite: ART 3420A, ART 3420B, ART 3420C, ART 3420D, or consent of instructor) *S*
- ART 4440 Interactive Media (3) (Prerequisite: ART 3420A, ART 3420B, and ART 3420D, or consent of instructor)
- BSAD 1010 Introduction to Business (3) *Su, F, S*
- BSAD 3000 Small Business Management (3) *Su, F, S*
- CEET 1110 Basic Electronics (2) (Prerequisite: Credit for or concurrent enrollment in MATH 1010) *F, S*
- ECON SS2010 Principles of Microeconomics (3) (Prerequisite: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis) *F, S*

No more than three (3) of the following Political Science (POLS) courses:

- POLS 3600 Political Parties (3)
- POLS 3610 Campaigns and Elections (3)
- POLS DV3630 Identity Politics (3)
- POLS 3760 State Government and Politics (3)
- PSY 3270 Motivation and Emotion (3) (Prerequisite: PSY SS1010)

No more than two (2) of the following Telecommunications and Business Education (TBE) courses:

- TBE 2533 2-D Graphics (3) (Prerequisite: TBE TE1700 or TBE TA1701 and TBE TB1702, or equivalent) *F*
- TBE 3533 Multimedia Web Animation (3) (Prerequisite: TBE TE1700) *F*
- TBE 3534 Advanced Multimedia Applications (3) (Prerequisite: TBE TE1700 and TBE 3533) *S*

Communication Major/Electronic Media Summary

I.	Required Foundation Courses	9 credits
II.	Required Core Courses	15 credits
III.	Required Depth Courses for ALL Electronic Media Students	15 credits
IV.	Elective Depth Courses for ALL Electronic Media Students	12 credits
V.	Required Breadth Course for ALL Electronic Media Students	2-3 credits*
VI.	Elective Breadth Courses within one emphasis area for ALL Electronic Media Students	14-15 credits*
TOTAL		67-69 Credits

*Required and Elective Breadth Credits vary depending on the selected emphasis within the concentration.