Communication Major
Electronic Media
2012-2013
Revised 03/2012

****AVOID MISADVICE****
Communication major, minor and BIS students are expected to meet with a faculty advisor to review suggested course sequences.

Students may earn a Bachelor of Arts Degree (BA) or Bachelor of Science Degree (BS) in Communication, choosing one of six interdisciplinary concentrations: (1) Civic Advocacy, (2) Electronic Media, (3) Interpersonal & Family Communication, (4) Journalism, (5) Organizational Communication, or (6) Public Relations & Advertising. Most of these six interdisciplinary concentrations have multiple emphases that students must also select from, based on their primary interest. A minor outside the department is not required for Communication majors, although it is allowed for students who select an interdisciplinary concentration in Journalism or Public Relations & Advertising.

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

**Foundation Courses**—Introductory courses required for 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 non-Communication departments within the University that are specified and vary based on the interdisciplinary concentration and emphasis area selected.

(To enroll in 3000 and 4000 level Communication courses, a student must be admitted as a major or hold upper division standing in the University.)

Graduation Requirements
1. Between 66 & 70 credits in the major, depending on the interdisciplinary concentration and emphasis selected.
2. A minor is **not** required, although it is allowed as a substitute for breadth courses for students selecting interdisciplinary concentrations in Journalism or Public Relations & Advertising.
3. 120 credit hours required for degree from Weber State University of which forty (40) must be upper division courses.

I. **Required Foundation Courses (9 credits)**
   - COMM HU 1020 Principles of Public Speaking (3) Su, F, S
   - COMM 1130 Media Writing (3) Su, F, S
   - COMM HU 2110 Interpersonal & Small Group Communication (3) Su, F, S

II. **Required Core Courses (15 credits)**
   - COMM 3000 Communication Theory (3) Su, F, S
   - COMM SI 3150 Communication Research Methods (3) (Pre/co-requisite: COMM 3000) F, S (Su as needed)
   - COMM 3650 Communication Law (3) (Pre/co-requisite: COMM 3000) F, S (Su as needed)
   - COMM 4890 Internship (External) (3) (Pre/co-requisite: COMM 3000) Su, F, S
   - COMM 4990 Senior Seminar (3) (Prereq: COMM 3000, Communication Major with Senior-level standing) Su, F, S
Electronic Media Interdisciplinary Concentration

A concentration in Electronic Media will teach students about the importance of deadlines, budgets, and the impact their actions have on a production team. Advanced students 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 and audio production.

Broadcast News: gain skills in reporting, editing, shooting, anchoring, directing 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 and writing to create institutional, educational and commercial video productions.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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<tbody>
<tr>
<td>COMM 1500</td>
<td>Introduction to Mass Communication (3) Su, F, S</td>
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<tr>
<td>COMM 1560</td>
<td>Audio Production and Performance (3) F (Su as needed)</td>
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<tr>
<td>COMM 2200</td>
<td>In-Studio Video Production and Performance (3) F (Su as needed)</td>
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<tr>
<td>COMM 3740</td>
<td>Copywriting for Audio and Video (3) (Pre/co-requisite: COMM 3000) S</td>
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One of the following Courses (3 credit hours)

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<tr>
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<tr>
<td>COMM 3730</td>
<td>Media Programming &amp; Audiences (3) (Pre/co-requisite: COMM 3000)(as needed, see advisor)</td>
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<tr>
<td>COMM 4760</td>
<td>Electronic Media Management (3) (Pre/co-requisite: COMM 3000) S (see advisor)</td>
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IV. Elective Depth Courses for ALL Electronic Media Students (12 credits)

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

<table>
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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COMM HU 2010</td>
<td>Mass Media and Society (3) F, S</td>
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<tr>
<td>COMM 2730</td>
<td>Radio Production Workshop (3 semesters at 1 credit hour each) F, S</td>
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<tr>
<td>COMM 2751</td>
<td>Field Video Production and Performance (3) F</td>
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<tr>
<td>COMM 3070</td>
<td>Performance Studies (3) (Pre/co-requisite: COMM 3000) (as needed-see advisor)</td>
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<tr>
<td>COMM DV 3080</td>
<td>Intercultural Communication (3) (Pre/co-requisite: COMM 3000) F (S as needed)</td>
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<tr>
<td>COMM DV 3090</td>
<td>Gender and Communication (3) (Pre/co-requisite: COMM 3000) F (S as needed)</td>
</tr>
<tr>
<td>COMM 3130</td>
<td>News Reporting and Writing (3) (Pre/co-requisite: COMM 3000) F</td>
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<tr>
<td>COMM 3400</td>
<td>Public Relations (3) (Pre/co-requisite: COMM 3000) F</td>
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<tr>
<td>COMM 3440</td>
<td>Public Relations Writing (3) (Pre/co-requisite: COMM 3400) S, (Su as needed)</td>
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<tr>
<td>COMM 3550</td>
<td>Organizational Communication (3) (Pre/co-requisite: COMM 3000) F (Su, S as needed)</td>
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<tr>
<td>COMM 3780</td>
<td>Broadcast News Writing and Production (3) (Pre/co-requisite: COMM 3000) F</td>
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<tr>
<td>COMM 3810</td>
<td>Persuasive Communication (3) (Pre/co-requisite: COMM 3000) Su, F, S</td>
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<tr>
<td>COMM 3850</td>
<td>Advertising (3) (Pre/co-requisite: COMM 3000) F, S</td>
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<tr>
<td>COMM 3890 B</td>
<td>Advanced Cooperative Work Experience – KWCR (1-3 credits) (Pre/co-requisite: COMM 3000) F, S</td>
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<tr>
<td>COMM 3090 D</td>
<td>Advanced Cooperative Work Experience–TV Broadcasting (1-3 credits) (Pre/co requisite: COMM 3000) F, S</td>
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<tr>
<td>COMM 4130</td>
<td>In-Depth and Investigative Journalism (3) (Pre/co-requisite: COMM 3000) S</td>
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<tr>
<td>COMM 4500</td>
<td>Topics in Communication (3) only when taught as electronic media-related topic and with permission of instructor. (as needed)</td>
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<tr>
<td>COMM 4750</td>
<td>Advanced Audio and Video Production (3) (Pre/co-requisite: COMM 3000) S</td>
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<tr>
<td>COMM 4800</td>
<td>Special Study and Individual Projects (1-3) (3) (Pre/co-requisite: COMM 3000) Su, F, S</td>
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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

No more than two (2) of the following Political Science (POLS) courses:
- POLS 3600 Political Parties (3)
- POLS 3610 Campaigns and Elections
- POLS 3760 State Government and Politics
- SST 2443 Advertising Methods (3) Su, F, S
- THEA CA 1033 Acting 1 (3) Su, F, S

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)
- CJ 1010 Introduction to Criminal Justice
- CJ 1330 Criminal Law
- CJ 3080 Criminal Courts
- ECON SS2010 Principles of Microeconomics (3) (Prerequisite: MATH QL 1050 with a C- or higher grade (or CR if taken on a CR/NC basis) Su, F, S
- ECON SS 2020 Principles of Macroeconomics (3) (Prerequisite: MATH 1050 with a C- or higher grade (or CR if taken on a CR/NC basis and ECON SS 2010)

No more than one (1) of the following Geography (GEOG) courses:
- GEOG 3050 Weather & Climate (3) (Prerequisite: GEOG PS/SI 1000 or GEO PS/SI 1130, or equivalent.) S
- GEOG 3360 Economic Geography (3) S

No more than one (1) of the following Geoscience (GEO) courses:
- GEO PS/SI 1130 Introduction to Meteorology (3) F, S
- GEO 3080 Water Resources (3) (Prerequisite: GEO SI 1115) 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 DV 3630 Identity Politics (3)
- PSY 3270 Motivation and Emotion (3) (Prerequisite: PSY SS 1010)
- NTM 3534 Advanced Multimedia Applications (3) (Prerequisite: NTM TE1700 and NTM 3533) S

C. Entertainment Emphasis (15 credits)

- ANTH DV 3500 Advanced Cultural Anthropology (3) (Prereq. ANTH SS/DV1000, or ANTH SS/DV2010, or consent of instr.)
- ANTH DV 3900 Magic, Shamanism and Religion (3)
- ART 1120 Design: 2 D (3) F, S, Su
- ART 3420A Bitmap Imaging (1) (Prerequisite: ART 1120 or consent of instructor) Su
- ART 3420B Vector Drawing (1) (Prerequisite: ART 1120 or consent of instructor) Su
- ART 3420C Digital Page Composition (1) (Prerequisite: ART 1120 or consent of instructor) Su
- 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) (Prereq. ART 3420A, ART 3420B, ART 3420D, or consent of instr.) Principles of Microeconomics (3) (Prerequisite: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis) Su, F, S

C. Entertainment Emphasis (15 credits) (continued)

No more than three (3) of the following English (ENGL) courses:
- ENGL 3350 Literary Genres (3)
I. Required Foundation
   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 Courses 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.