



Mass Communication (B.A.)

At Brenau University, mass communication majors have the unique opportunity to combine various aspects of the field of communications to create a program that adds depth and focus to their particular field of interest. Journalism majors can add the strategic planning skills of corporate communication, as can a broadcast major add public relation skills. This diverse range of communications skills allows students to fine tune their studies to focus directly on their career goals. The use of the available campus activities and internships enables the student to experience hands-on participation in the world of mass communication.

Program Highlights

The 120 hour mass communication program consists of required courses in the major core curriculum and the completion of one of five areas of concentration: broadcast, digital media, journalism, management or public relations. Students gain hands-on experience as early as their freshman year through activities such as working with Brenau's Channel 95 cable TV; Brenau's FCC-licensed educational radio station WBCX-FM; and Brenau's award-winning college newspaper, The Alchemist.

Curriculum

Mass Communication Core

MM 101 Introduction to Mass Communication	MM 450 Communication Law
MM 200 Diversity in the media	MM 490 Internship
MM 225 Media Writing	MM 499 Senior Thesis (capstone course)
MM 230 New Media Development	MM XXX (major elective)
MM 332 Media Philosophy & Ethics	

Concentrations (choose 1)

Digital Technology

MM 204 Audio Production 1
 GR 207 Digital Graphic Design
 MM 209 Video Production 1
 MM 304 Audio Production 2
 MM 309 Video Production 2
 MM 402 Convergent Media News
 MM 489 Media Producing

Entertainment

AC 200 Survey of Accounting
 MM 205 Careers-Entertainment Industry
 MM 375 Entertainment Management
 MG 420 Principles of Project Mgmt
 MM 425 Event Planning
 MM elective (300 level or above)
 MM elective (300 level or above)

Public Relations/Journalism

GA 207 Digital Graphic Design
 MM 244 Newswriting & Copy Editing
 MM 329 Editorial/Feature Writing
 MM 345 Advertising Principles
 MM 370 Public Relations Campaigns
 MM 402 Convergent Media News
 MM 470 Integrated Marketing Comm

About our Faculty

The faculty in the College of Business and Mass Communication combine a love of teaching with a wealth of firsthand experience in the subjects they teach. The faculty includes former CEO's, entrepreneurs, and business professionals who choose to teach at Brenau because they love the interaction with students. Our faculty members are truly scholar practitioners.

General Application Instructions

Thank you for your interest in Brenau University. To apply for admission, please complete the following steps:

- ♦ Access the online application on the following webpage, www.brenau.edu/apply.
- ♦ Complete the online application **or** download the form and mail or fax to the Admissions Office:
Brenau University Office of Admissions, 500 Washington Street SE, Gainesville, GA 30501 | Fax: 770.538.4701
- ♦ Your non-refundable \$35.00 application fee may be paid online at the time of application.
- ♦ Request Official Transcripts from all previous institutions and have them sent directly to the Admissions Office.

After we receive your application, your admissions specialist will contact you and guide you through the next steps in the process. If you have any questions, please call your admissions specialist your local campus office.

Brenau Campus Location

Gainesville

500 Washington Street SE
Gainesville, GA 30501
Phone: 770.534.6100
Fax: 770.538.4701

Financial Aid Procedures

While financial aid can only be awarded to students who have been officially admitted to the university, it is best to begin the process as soon as you apply for admission. You will be notified of your acceptance by official letter from the Office of Admissions.

- ♦ Complete the Free Application for Federal Student Aid (FAFSA) on the Web at www.fafsa.gov. If you are completing FAFSA on the Web for the first time, we recommend that you (and a parent if you are a dependent student) apply for a PIN at www.pin.ed.gov prior to completing the FAFSA. With a PIN, you are able to electronically sign your application, make corrections after submitting the application, review your processed application data, and add other institutions to receive your application results. Brenau's school code is 001556.
- ♦ Apply for the Georgia Tuition Equalization Grant and the HOPE Scholarship if you are an undergraduate student and have been a legal resident of Georgia for a minimum of twelve consecutive months. You may complete and submit this application online at www.gacollege411.org by clicking on the Applications and Transcripts tab and then selecting GSFAPPS. This will require you to create an account and a profile if you have not already done so. You may also print the application, complete it, and forward it to the Office of Financial Aid.

Important Consumer Information

The Higher Education Opportunity Act of 2008 (HEOA) requires that postsecondary institutions participating in federal student aid programs make certain disclosures to students. In compliance with federal law, Brenau University discloses this information on our website at www.brenau.edu/disclosures. For additional information, including requesting a paper copy of any materials, please contact the appropriate offices.