



**B.A. Degree  
Mass Communication Major  
2023/2024 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2024. If the student defers admission to fall 2024 or after, the student must contact the adviser to be changed to the subsequent catalog.

Women's College students must complete the GOLD Program Curriculum. The number of courses required will be based on the number of hours of transfer credit accepted.

Student Name \_\_\_\_\_

Id No \_\_\_\_\_

Previous Degree: \_\_\_\_\_ A.A. \_\_\_\_\_ A.S. \_\_\_\_\_ Bachelor's

Where/term degree earned \_\_\_\_\_

If the student transfers fewer than 24 post-secondary school hours to Brenau, one of the following courses is required to graduate:  
AS 100W/AS 110/AS 111 (depending on program) \_\_\_\_\_

**Liberal Education:**

The Liberal Education program is divided into four portals. Please see the Brenau University catalog or the Brenau University web site for a list of applicable courses for each requirement. ***If the student earned a previous degree (must be A.A., A.S., or Bachelor's Degree) from a regionally accredited institution, the Liberal Education section of the student's program is considered complete.***

<b>World Understanding</b>	<b>Term</b>	<b>Grade</b>	<b>Course Number &amp; Title</b>
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	Satisfied by major course.		
Civic Engagement (3 hrs)	Satisfied by major course.		
<b>Scientific &amp; Analytic Curiosity</b>			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs) <small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____
<b>Artistic &amp; Creative Imagination</b>			
Fine Arts (3 hrs)	Satisfied by major foundation course.		
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	HL _____ Title: _____
	_____	_____	DA/LS/or LF _____ Title: _____
	_____	_____	DA/LS/LF/or HL _____ Title: _____
<small>Note: For Lifetime Fitness, Women's College students must take the three, one-hour courses as outlined above. LF 199 can count as either activity (LF) or classroom (HL) P.E.</small>			
<b>Communication &amp; Language Fluency</b>			
Writing (6 hrs)	_____	_____	EH 101 Written Communication EH 102 Reading & Research Writing
Speaking (3 hrs)	Satisfied by major foundation course.		
Modern Language (0-3 hrs)	_____	_____	FH/or SH 102/ (or higher) <small>Must complete language through the high beginner level (102 or equivalent. If 101 &amp; 102 are taken, 101 can be applied toward the Communication requirement or used as a general elective. May be placed into 102 via WebCape or exempted by competency exam (BYU FLAT test or CLEP).</small>
Communication (3 hrs)	Satisfied by major foundation course.		

Comments: \_\_\_\_\_  
\_\_\_\_\_

Program Plan Revised by: \_\_\_\_\_  
\_\_\_\_\_

Date \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_ Needs English placement exam.

# B.A. Degree – 2023/2024

## Major: Mass Communications

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### Foundation Courses (9 hours)

Term	Grade	Crs #	Title
_____	_____	SP 108	Fundamentals of Speech <sup>LE</sup>
_____	_____	MM 100	Film Appreciation <sup>LE</sup>
_____	_____	MM 215	Persuasion <sup>LE</sup>

Note: Students must earn a cumulative grade point average of 2.0 and a major grade point average of 2.50. In addition, students must earn a minimum grade of C in all major courses. All courses are 3 hours unless otherwise noted. ( )

### Mass Communication Core: (32 hours – including practicum)

Media Practicum: 8 hours required  
Please note on each line which term each practicum was completed of the program plan to calculate the practicum hours.

_____	_____	MM 175	Newspaper Practicum (1)
_____	_____	MM 176	Radio Practicum (1)
_____	_____	MM 177	Television Practicum (1)
_____	_____	MM 178	PR/Promotions Practicum (1)
_____	_____	MM 185	Professional Practice (1)
_____	_____	MM 186	Portfolio Development & Review (1)
_____	_____	Additional: MM 175, 176, 177, or 178 (1)	
_____	_____	Additional: MM 175, 176, 177, or 178 (1)	

Term	Grade	Crs #	Title
_____	_____	MM 101	Intro to Mass Communication <sup>LE</sup>
_____	_____	MM 225	Media Writing
_____	_____	MM 230	New Media Development
_____	_____	MM 260	Media History and Culture <sup>LE</sup>
_____	_____	MM 332	Media Philosophy and Ethics
_____	_____	MM 333	International Media Systems
_____	_____	MM 490	Internship
_____	_____	MM 499	Senior Thesis

<sup>LE</sup> –Liberal Education course. All LE courses are noted on the plan whether satisfying a LE requirement or not.

**Electives:** Electives are not listed on the program plan by the Admissions Office, however all courses are posted to the student's transcript. Electives needed for graduation can be calculated simply by:

Adding  
The total number of hours on the student's transcript (available in CampusWEB)  
- hours earned for courses taken at the developmental level  
+ courses currently registered for  
+ courses still outstanding.

A minimum of 120 semester hours is required to graduate from Brenau University. After completing liberal education and major requirements, if the total number of hours on the student's transcript is not at 120, then the student must take enough general elective hours to reach a cumulative total of 120 hours. If a course is repeated, it is the student's responsibility to contact the Registrar's Office to adjust the earned hours on their transcript so that they are not short hours at graduation. Due to placement, a student may graduate with more than 120 semester hours.

**Concentration Requirements:** Choose one concentration from Digital Technology or Public Relations/Journalism.

### Digital Technology Concentration: (22 hours)

_____	_____	GR 207/207L	Digital Graphic Design <sup>LE</sup>
_____	_____	MM 209	Video Production 1
_____	_____	MM 304	Audio Production
_____	_____	MM 309	Video Production 2
_____	_____	MM 402	Convergent Media News
_____	_____	MM 489	Media Producing
_____	_____	MM elective	(see list below) _____

AR 250	Beginning Photography	MM 324	Scriptwrt. for the Media
BA 223	Principals of Leadership <sup>LE</sup>	MK 457	Soc Media/Mobile Mkt
GR 308	Adv Digital Graphic Des	MM 200	Diversity in the Media <sup>LE</sup>
LE 300	Conflict Resolution <sup>LE</sup>	MM 220	Communication Theory <sup>LE</sup>
MM 305	Film History I	MM 495	Special Topics
MM 306	Film History II		

Choose one:

### Public Relations/Journalism Concentration: (22 hours)

_____	_____	GR 207/207L	Digital Graphic Design <sup>LE</sup>
_____	_____	MM 244	Newswriting & Copy Editing
_____	_____	MM 329	Editorial/Feature Writing
_____	_____	MM 345	Advertising Principles
_____	_____	MM 370	Pub Relations Campaigns & Writing
_____	_____	MM 402	Convergent Media News
_____	_____	MM 470	Integrated Marketing Communications

**Residency requirement:** A residency requirement of 30 semester hours is required to graduate from Brenau University. This includes a major residency of 21 semester hours.

*Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.*

**Note: This program plan is not an official document. It is a tool to assist the student and adviser in schedule planning.**

*This program plan was prepared by the Registrar's Office.  
Revised 02/2023*