B.A. Degree
Mass Communications
2025/2026 Catalog

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2026. If the student defers admission to fall 2026 or after, the student must contact the adviser to change 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.***

World Understanding	***Term***	***Grade***	***Course Number & Title***
Historical Perspective (3 hrs)	_____	_____	_____
Global Awareness (3 hrs)	Satisfied by major course.		
Civic Engagement (3 hrs)	Satisfied by major course.		

Scientific & Analytic Curiosity			
Mathematics (3 hrs)	_____	_____	_____
Science (7-8 hrs)	_____	_____	_____
(Must include at least one 4 hour lab science.)	_____	_____	_____
Reasoning (3-4 hrs)	_____	_____	_____

Artistic & Creative Imagination			
Fine Arts (3 hrs)	Satisfied by major foundation course.		
Literature (3 hrs)	_____	_____	_____
Lifetime Fitness (3 hrs)	_____	_____	HL _____ Title: _____
(Undergraduate students not enrolled in the Women's College may take HS 105 (3 hours) to satisfy this requirement.)	_____	_____	DA/LS/*or* LF _____ Title: _____
	_____	_____	DA/LS/LF/*or* HL _____ Title: _____

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.

Communication & Language Fluency			
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)	_____	_____	_____ Modern Language at level 102 or higher

Must complete language through the high beginner level (102 or equivalent. If 101 & 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).

Communication (3 hrs) Satisfied by major foundation course.

Comments:

_____

_____

_____ Needs English Placement Exam

Program Plan Revised by: _____ Date: _____

_____ _____

Revised 04/2025

B.A. Degree – 2025/2026
Major: Mass Communication

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Foundation Courses (9 hours)

Term *Grade* *Crs #* *Title*

_____ _____ SP 108 Fundamentals of Speech LE
_____ _____ MM 100 Film Appreciation LE
_____ _____ MM 215 Persuasion LE

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: (30 hours – *including practicum*)

Media Practicum: 6 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)

Term Grade Crs # Title

_____ _____ MM 101 Intro to Mass Communication LE
_____ _____ MM 225 Media Writing
_____ _____ MM 230 New Media Development
_____ _____ MM 260 Media History and Culture LE
_____ _____ MM 332 Media Philosophy and Ethics
_____ _____ MM 333 International Media Systems
_____ _____ MM 490 Internship
_____ _____ MM 499 Senior Thesis

LE –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: (21 hours)

_____ _____ GR 207 Digital Graphic Design LE
_____ _____ 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
BA 223 Principals of Leadership LE
GR 308 Adv Digital Graphic Des
LE 300 Conflict Resolution LE
MM 305 Film History I
MM 306 Film History II
MM 324 Scriptwrt. for the Media
MK 457 Soc Media/Mobile Mkt
MM 200 Represent in Media LE
MM 220 Communication Theory LE
MM 495 Special Topics

Choose one:

Public Relations/Journalism Concentration: (21 hours)

_____ _____ GR 207/207L Digital Graphic Design LE
_____ _____ 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 09/2025