

B.A. Degree – 2018/2019
Major: Mass Communications

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2019. If the student defers admission to fall 2019 or after, the student must contact the adviser to be changed to the subsequent catalog.

Foundation Courses

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.

Mass Communication Core:

MM 170 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
_____	_____	MM 176	Radio Practicum
_____	_____	MM 177	Television Practicum
_____	_____	MM 178	PR/Promotions Practicum
_____	_____	MM 185	Professional Practice 1
_____	_____	MM 186	Portfolio Development
_____	_____	MM 187	Professional Practice 2
_____	_____	MM 188	Portfolio Review

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 310	Web Design
_____	_____	MM 332	Media Philosophy and Ethics
_____	_____	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:

_____	_____	GR 207/207L	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) _____

Choose one:

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

Public Relations/Journalism Concentration:

_____	_____	GR 207/207L	Digital Graphic Design ^{LE}
_____	_____	MM 244	Newsriting & 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 03/2018*