



**B.A. Degree
Mass Communication Major
2021/2022 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2022. If the student defers admission to fall 2022 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 _____

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) <small>(Must include at least one 4 hour lab science.)</small>	_____	_____	_____
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: _____
	_____	_____	DA/LS/or LF _____ Title: _____
	_____	_____	DA/LS/LF/or HL _____ Title: _____
<i>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.</i>			
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)	_____	_____	FH/or SH 102/ (or higher) <small>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).</small>
Communication (3 hrs)	Satisfied by major foundation course.		

Comments: _____

Program Plan Revised by: _____

Date _____

____ Needs English placement exam.

B.A. Degree – 2021/2022

Major: Mass Communications

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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: (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 ^{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: (22 hours)

_____	_____	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) _____

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		

Choose one:

Public Relations/Journalism Concentration: (22 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 04/2021*

2021-2022 Liberal Education Courses by Portal

WORLD UNDERSTANDING		
Historical Perspective (3) <i>Demonstrate knowledge of major events and movements in history and use this knowledge to generate a more sophisticated understanding of current events.</i>	HY 201 History of US I HY 202 History of US II HY 205W Women in U.S. History I	HY 206W Women in U.S. History II HY 210 World Civilization I HY 211 World Civilization II (W)
Civic Engagement (3) <i>Demonstrate an appreciation of the importance of civic engagement in a global society.</i>	BA 223 Principles of Leadership ED 208 School and Society (W) GS 200 Intro to Gender Studies (W) HN 220 Honors Sem: World Understanding HS 102 Careers-Helping Profess (W)	MM 101 Intro to Mass Comm MM 200 Diversity in Media PH 222 Introduction to Ethics PO 101 American Government PO 233 Law and Society SY 101 Introduction To Sociology
Global Awareness (3) <i>Demonstrate an understanding of global issues and their implications for local communities.</i>	AY 101 Intro to Anthropology BA 200 Survey of Economics ED 250 Intro to Multicultural Educ (W) ED 265 International Studies (W) GS 250 Gender & the Global Envir (W) GY 201 Intro to Geography HN 250 Honors Research and Travel (W)	HY 240 Crises in Modern History HYPO 307 Wom/Minor-Contem Hist/Pol (W) IS 101 Current Global Issues (W) MM 260 Media History and Culture PH 207 World Religions

ARTISTIC & CREATIVE IMAGINATION		
Fine Arts (3) <i>Understand artistic concepts and traditions through participating in or exposure to artistic endeavors.</i>	AH 100 Art Appreciation AH 214 art History Special Topics (W) AH 223 Art History I AH 224 Art History II AR 101/101L Foundations: 2D & 3D Design DA 100 Dance Appreciation HN 230 Honors Sem: Art/Creative Imagination (W) ID 308 History of Inter/Architecture I	ID 309 History of Inter/Architecture II (W) MC 101 World Music Appreciation MC 214 Special Topics in Music MC 216 Intro to Arts in Health Care (W) MM 100 F (W)Im Appreciation TH 100 Theatre Appreciation TH 221 Theatre History I TH 222 Theatre History II TH 223 Hist. of the Musical Theatre
Literature (3) <i>To analyze meaning and recognize aesthetic elements in literary texts.</i>	EH 200 Mythology: Sacred St/Hum Lives (W) EH 201 Western World Literature (W) EH 202 Asian & African Lit EH 203 or 203W Varied Voices in American Lit EH 210 British Lit before 1700	EH 211 British Lit after 1700 (W) EH 220 American Lit before 1865 EH 221 American Lit after 1865 (W) EH 245 Women's Literary Studies (W)
Lifetime Fitness (3) 1 hr HL 1 hr LS/LF/DA 1 hr either <i>Appreciate one's health status and implement a plan for health and fitness.</i> <i>Students not enrolled in the day program may take HS 105 (3 hours) to satisfy this requirement.</i>	DA 101 Ballet Technique DA 102 Ballet Technique DA 108 Jazz Dance Technique DA 109 Jazz Dance Technique DA 118 World Dance DA 119 Tap Dance DA 123 MindBody Yoga DA 151 Ballet Technique DA 152 Ballet Technique DA 158 Jazz Dance Technique DA 159 Jazz Dance Technique DA 160 Ballroom Dancing DA 214 Intermediate Tap Dance HL 101 Drug Abuse/Alcoholism	HL 102 Exercise Science HL 103 First Aid:Respond to Emergen HL 104 Human Sexuality HL 105 or 105W Self Defense HL 106 Healthy Habits HS 105 Healthy Lifestyle Habits (3) LF 101 Aerobics LF 105 Fitness Swimming/Walking LF 109 Pers Fitness/Weight Training LF 112 Karate LF 199 Varsity Sports ** LS 104 Golf LS 106 Tennis

** Taken by Brenau's varsity sport teams. These courses can count toward classroom (HL) or activity (DA/LS/LF) physical education requirements. (W) Can be taken as a "W" class. "W classes (ex EH 101W) are open only to Women's College students – no exceptions.

2021-2022 Liberal Education Courses by Portal

SCIENTIFIC & ANALYTIC CURIOSITY		
Mathematics (3) <i>Demonstrate quantitative reasoning through numeric, symbolic, or geometric means.</i>	MS 100 Quantitative Literacy MS 101 College Algebra	MS 111 Pre-Calculus/Trigonometry MS 210 Calculus and Analytic Geometry
Science (7-8) <i>(one course must be a 4 hour lab science)</i> <i>Demonstrate competency in a specific curriculum and appraise the impact of that science in one's life.</i>	BY 105/L Human Biology w/lab BY 111/L Biolog Science I (majors) w/lab BY 112/L Biological Sci II (majors) w/lab BY 151/L Biol. Field Studies w/lab BY 206/L Microbiology w/lab BY 209/L Human Anatomy/Phys I w/lab BY 210/L Human Anatomy/Phys II w/lab CY 103/L Principles of Chemistry w/lab CY 110 Forensic Science (can take w/out lab) CY 121/L General Chemistry I w/lab CY 122/L General Chemistry II w/lab	PS 100 Physical Science PS 104 Earth Science PS 110 Physical Geography w/ Lab PS 111 Meteor/Climatology w/ Lab PS 112 Astronomy w/ Lab PS 121/L General College Physics I w/lab PS 122/L General College Physics II w/lab PS 180 Cities & the Environment PY 101 Intro to Psychology ^^ (W) PY 101/L Intro to Psychology Lab ^^ (^^Can take with/without lab for LE science. If taken with lab, the lab <u>must</u> be take the same term as the lecture.)
Reasoning (3) <i>Be able to think critically and solve problems effectively.</i>	AH 215 The Creative Mind (W) BA 107 Personal Finance BA 203 Critical/Creative Thinking HN 240 Honors Sem: Sci/Analy Cur (W) ID 275 Interior Design – Process (W)	MS 205 Introduction to Statistics MS 207 Problem Solving PH 205 Intro to Philosophy PH 240 Philosophy of Art

COMMUNICATION & LANGUAGE FLUENCY		
Writing(6) <i>Compose effective and logical written communication.</i>	EH 101 Written Communication (W)	EH 102 Reading & Research Writing (W)
Speaking (3) <i>Demonstrate effective oral communication.</i>	EH 103 Oral Communication (W) HN 210 Hon Sem: Comm/Lang Fluency (W)	MM 105 Effective Interpersonal Comm SP 108 or 108W Fundamentals of Speech (W)
Modern Language (0-3) <i>Communicate in a modern language other than English</i> Must complete language through the high beginner level (102 or equivalent). <i>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).</i> <i>Note: Please see the catalog for specifics concerning the modern language requirement and placement options.</i>	FH 101 French Language and Culture I FH 102 French Language and Culture II	SH 101 Spanish Language and Culture I (W) SH 102 Spanish Language and Culture II (W) SH 201 Intern Spanish I w/ Lab
Communication (3) <i>Apply communication skills in a given context.</i> <i>Select from these courses or any from the communication and language fluency portal not already used.</i>	AH 105 Aesthetic Communication BA 208 Business Communications CS 101 Computer Literacy EH 360 Creative Writing (W) GR 207/L Digital Graphic Des w/lab (W)	LE 300 Conflict Resolution (W) MM 215 Persuasion MM 220 Communication Theory

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