### Media Studies

**UNIVERSITY CORE CURRICULUM PROGRAM REQUIREMENTS FOR THE COLLEGE OF HUMANITIES AND BEHAVIORAL SCIENCES 2018-2019**

#### University Core

<table>
<thead>
<tr>
<th>A. Foundations (12 semester hours)</th>
<th>B. Skills &amp; Knowledge (16 semester hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE 101 3</td>
<td>Mathematical Sciences (3SH)</td>
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<tr>
<td>CORE 102 3</td>
<td>MATH 114 or 116 are recommended.</td>
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<td>CORE 201 3</td>
<td>MATH: 3</td>
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<tr>
<td>CORE 202 3</td>
<td>MATH 114, 116, 121, 122, 125, 126, 132, 137, 138, 151: 152</td>
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</tbody>
</table>

Students in the Honors Academy will take these courses to fulfill University Core A, but can only be used to fulfill a single area requirement.

Courses may be listed in both University Core B and College Core A, but can only be used to fulfill a single area requirement.

In University Core B, College Core A and College Core B two of the same disciplines can be used in each column.

Core Curriculum: 43-45 SH

#### College Core

<table>
<thead>
<tr>
<th>A. National &amp; International Perspectives (6 semester hours)</th>
<th>B. Supporting Skills &amp; Knowledge (9-11 Semester Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematical Sciences (3SH) (Mathematics/Statistics)</td>
<td>Natural Sciences or Mathematical Sciences: STAT 130 or 200</td>
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<tr>
<td>Global Perspectives (3SH) (Humanities, Visual &amp; Performing Arts, Foreign Languages)</td>
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<tr>
<td>US Perspectives (3SH) (U.S. Perspectives)</td>
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<tr>
<td>Humanities (3 SH)</td>
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<tr>
<td>Visual &amp; Performing Arts (3 SH)</td>
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<tr>
<td>Social/Behavioral Sciences (3 SH)</td>
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<td>BS Requirements (6-8 hours) (in addition to the core requirements) (in addition to the core requirements)</td>
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<tr>
<td>BA Requirements (6-8 hours) (6-8 hours of ONE foreign language)</td>
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In order to be graduated with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

#### School of Communication Core Classes (6 hours)

| COMS 130 Introduction to Communication                      | 3 |
| COMS 330 Communication Theory                               | 3 |

(Prerequisite: COMS 130 and JR standing)

Students in the School of Communication must complete these two courses with a grade of “C” or higher and must complete 72 hours in courses outside of the COMS course designation.
Advertising Concentration (36 hours)

Required Courses (30 hours)

- **COMS 173** - Introduction to Advertising & IMC ______ (3)
- **COMS 223** - Advertising Copywriting Prerequisite: COMS 173 or permission of instructor ______ (3)
  This course must be completed with a grade of "C" or higher.
- **COMS 226** - Digital Imaging ______ (3)
- **COMS 231** - Research Methods in Communication Prerequisite: COMS 130 or permission of instructor ______ (3)
- **COMS 273** - Advertising Account Planning Prerequisite: COMS 173 ______ (3)
- **COMS 373** - Advertising Media Planning Prerequisites: COMS 130, COMS 273, or permission of instructor ______ (3)
- **COMS 473** - Advertising Production Prerequisites: COMS 130, COMS 226, COMS 273, and COMS 330, or permission of instructor ______ (3)
- **COMS 400** - Communication Law and Ethics Prerequisite: COMS 130, or permission of instructor ______ (3)
- **COMS 483** - Advertising Campaigns Prerequisites: COMS 130, 173, 223, 226, 231, 273, 373, 330 and 473 or permission of instructor ______ (3)
- **COMS 499** - Internship ______ (3)

Electives - Choose six credit hours of electives from School of Communication courses at the 300-400 level:

- COMS ______ ______ (3)
- COMS ______ ______ (3)

**Journalism Concentration (36 hours)**

Required (27 hours)

- **COMS 104** - Basic News Writing ______ (3)
  This course must be completed with a grade of "C" or higher.
- **COMS 204** - News Reporting Prerequisite: COMS 104 or permission of instructor ______ (3)
  This course must be completed with a grade of "C" or higher.
- **COMS 226** - Digital Imaging ______ (3)
- **COMS 146** - Introduction to Media Performance ______ (3)
- **COMS 236** - Publication Planning and Design ______ (3)
- **COMS 304** - Electronic News Gathering Prerequisites: COMS 104 and COMS 130, or permission of instructor ______ (3)
- **COMS 326** - Web Production Prerequisite: COMS 130, and COMS 226 or ITEC 225, or permission of instructor ______ (3)
- **COMS 400** - Communication Law and Ethics Prerequisite: COMS 130, or permission of instructor ______ (3)
- **COMS 404** - Specialized Journalism Prerequisites: COMS 104, 204, 130, and 330, or permission of instructor ______ (3)
- **COMS 481** - Journalism Portfolio ______ (3)

Electives - Choose nine credit hours of electives from School of Communication courses. Six of those hours must be at the 300-400 level:

- COMS ______ ______ (3)
- COMS ______ ______ (3)
- COMS ______ ______ (3)

**Production Technology Concentration (36 hours)**

Required Courses (27 hours)

- **COMS 146** - Introduction to Media Performance ______ (3)
- **COMS 226** - Digital Imaging ______ (3)
- **COMS 246** - Audio Production Prerequisites: COMS 130 and 146. ______ (3)
  This course must be completed with a grade of "C" or higher.
- **COMS 247** - Digital Media Writing Prerequisites: COMS 146 ______ (3)
  This course must be completed with a grade of "C" or higher.
- **COMS 346** - Electronic Field Production Prerequisite: COMS 130, COMS 246, and COMS 247 ______ (3)
  Co-requisite: COMS 347
- **COMS 347** - Video Editing and Effect Prerequisite: COMS 130, COMS 246, and COMS 247 ______ (3)
  Co-requisite: COMS 346
- **COMS 400** - Communication Law and Ethics Prerequisite: COMS 130, or permission of instructor ______ (3)
- **COMS 446** - TV Studio Production Prerequisite: COMS 130, COMS 330, COMS 491, and COMS 441 or permission of instructor ______ (3)
- **COMS 482** - Production Technology Portfolio Prerequisites: COMS 130, 146, 246, 247, 346, 347, and 330 ______ (3)
  May be repeated, but no more than 9 hours may be taken for credit

Electives - Choose nine credit hours of electives from School of Communication Courses. Six must be at the 300-400 level:

- COMS ______ ______ (3)
- COMS ______ ______ (3)
- COMS ______ ______ (3)

***All Prerequisites must be passed with a grade of C or better***