Bachelor of Science (BS)  
Degree Code: 525 A  
Non-Teaching  

Program of Study for Communication Majors  
Electronic Media/Broadcasting

I. GENERAL EDUCATION  ........................................................................................................... 44  
(ECO 2030 taken for the major may count toward General Education if completing a theme).

II. MAJOR REQUIREMENTS  .................................................................................................... 60  
An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) ____ & Senior Capstone Experience (CAP) ____ must be met.

Core Courses (12 sh) (A 2.0 GPA is required in the core courses)
COM 1200 ____ (3) Foundations of Human Communication  
COM 2101 _____ (3) Public Speaking  
COM 2300 _____ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)  
COM 2310 _____ (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)

Major Courses (39)
ACC 2100 _____ (3) Principles of Accounting I (Prerequisite: passing the math placement test or successful completion of MAT 0010)  
COM 2316 _____ (3) Audio Production I (Prerequisite: Electronic Media/Broadcasting major.)  
COM 2612 _____ (3) Broadcast Newswriting (Prerequisite/Corequisite: COM 2300 or permission of the instructor. Prerequisite: keyboarding skills, COM 2600 or permission of the instructor)  
COM 3300 _____ (3) Mass Media & Society (Prerequisite: COM 2300 or permission of the instructor)  

Or
COM 3314 ____ (3) Advanced Media Analysis (Prerequisite: COM 2300)  
COM 3301 ____ (3) Writing for Electronic Media (Prerequisite: COM 2300, or permission of the instructor) (WID) Pending Approval from Gen Ed  
COM 3316 ____ (3) Television Studio Production (Prerequisite: COM 2316)  
COM 3333 ____ (3) Electronic Media Programming (Prerequisite: COM 2300)  
COM 4300 ____ (3) Media Sales (Prerequisite: COM 2300 or permission of the instructor)  
COM 4315 ____ (3) Electronic Media Management (CAP) (Prerequisite: COM 2300, 2316, 3316, Jr/Sr standing or permission of the instructor)  
COM 4316 ____ (3) Video Production I (Prerequisite: COM 3316)  
COM 4317 ____ (3) Electronic Media Regulation (Prerequisite: COM 2300, 2316)  
ECO 2030 _____ (3) Principles of Economics – Price Theory (Gen Ed: Historical & Social Perspective: Capitalism & Its Critics; This American Life)  
MKT 3050 ____ (3) Principles of Marketing (Prerequisite: ECO 2030)

Choose 9 sh from:
COM 3200 ____ (3) Internet Communication  
COM 3306 ____ (3) Audio Production II (Prerequisite: COM 2316)  
COM 4302 ____ (3) Broadcast Performance Techniques (Prerequisite: COM 3316)  
COM 4319 ____ (3) TV News and Sports Reporting (Prerequisites: COM 2612, 4316)  
COM 4416 ____ (3) Video Production II (Prerequisites: COM 2316, 3316, 4316, or permission of the instructor)  
COM 4420 ____ (3) Converged Media (Prerequisites: COM 2610, 3302, 3618)

III. MINOR REQUIRED  ........................................................................................................ 12 - 24  
9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES (to total a minimum of 122 sh for this major)  ........................................ 2 - 9  
2 sh of free electives outside the major discipline are required  

<table>
<thead>
<tr>
<th>Major requirements that may count toward Gen Ed:</th>
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<tbody>
<tr>
<td>ECO 2030 (3)</td>
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<tr>
<td>Total Major Hrs:</td>
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<td>Gen Ed:</td>
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<td>Net Major Hrs:</td>
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Students must apply to be a COM major. Deadline to submit “Application for Admission” form is October 1 and February 15. Once accepted, a student must still fill out the “Declaration of Major” form and submit it to the Dean’s Office for processing.