

I. GENERAL EDUCATION 44

II. MAJOR REQUIREMENTS 60

An overall 2.0 GPA is required in the major/18 sh must be completed at Appalachian

Core Courses (12 sh) (An overall 2.0 in the core courses meets the Communication Proficiency)

- COM 1200 ____ (3) Foundations of Human Communication
- COM 2101 ____ (3) Public Speaking
- COM 2300 ____ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or instructor permission)
- COM 2310 ____ (3) Communication Ethics (Prerequisite: COM 1200 or instructor permission)

Major Courses (39 sh)

- COM 2316 ____ (3) Audio Production I (Electronic Media/Broadcasting Major or instructor permission)
- COM 2612 ____ (3) Broadcast Newswriting (Corequisite/Prerequisite: COM 2300 or consent of Instructor. Prerequisites: Keyboarding skills; COM 2600 or instructor permission)
- COM 3300 ____ (3) Mass Media & Society (Prerequisite: COM 2300 or instructor permission)
- OR
- COM 3314 ____ (3) Advanced Media Analysis (Prerequisite: COM 2300)
- *COM 3301 ____ (3) Writing for Electronic Media (Prerequisite: COM 2300 or instructor permission)
- 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 instructor permission)
- COM 4315 ____ (3) Electronic Media Management (CAP) (Prerequisite: COM 2300, COM 2316, COM 3316, Jr/Sr Standing or instructor permission)
- COM 4316 ____ (3) Video Production I (Prerequisite: COM 3316)
- COM 4317 ____ (3) Electronic Media Regulation (Prerequisite: COM 2300, COM 2316)
- ACC 2100 ____ (3) Principles of Accounting I
- ECO 2030 ____ (3) Principles of Eco-Price Theory (Gen Ed theme: H&S: 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 (Prerequisite: COM 2612, COM 4316)
- COM 4416 ____ (3) Video Production II (Prerequisite: COM 2316, COM 3316, COM 4316 and instructor permission)
- COM 4420 ____ (3) Converged Media (Prerequisite: COM 2610, COM 3302, COM 3618)

* Note: Approval is pending for this course as a Writing in the Discipline (WID)*

III. MINOR REQUIRED 15 – 18

9 sh of a minor must be completed at Appalachian. Business minors require an overall 2.0 GPA except the Information Systems minor, which requires a 2.50 GPA. Each minor differs in number of hours and requirements; see catalog.

IV. FREE ELECTIVES (to total a minimum of 122 sh) 2 - 6

2 sh of free electives outside the major discipline are required. 125

Suggested electives: SOC 1100 or 3750, P S 1100 or 1200, C I 4950, COM courses at 2000 level of above

NOTE: ECO 2030 taken for the major may count toward General Education. – up to 3

122

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 file declaration of major paperwork.