

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

Program of Study for
Communication Majors
Electronic Media/Broadcasting

I. GENERAL EDUCATION **44**
 (COM 3300 taken for the major may count toward General Education: Liberal Studies Experience).

II. MAJOR REQUIREMENTS **45**
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 (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 _____ (3) Foundations of Human Communication
- COM 2101 _____ (3) Public Speaking

Major Requirements that may count in Gen Ed:	
COM 3300 (3)	Liberal Studies Experience
Total Major Hours: 45	
Gen Ed:	- 3
Net Major hours: 42	

Major Courses (27 sh)

- COM 1600 _____ (3) Fundamentals of Electronic Media
- COM 2416 _____ (3) Video Production I (Prerequisite: EM/B major)
- COM 3200 _____ (3) Internet Communication
- COM 3300 _____ (3) Mass Media & Society (Gen Ed: Liberal Studies Experience)
- Or
- COM 35 _____ (3) Selected Topics
- COM 3301 _____ (3) Writing for Electronic Media (**WID**) (Prerequisite: RC 2001 or it's equivalent, COM 1600, EM/Broadcasting major, or consent of the instructor)
- COM 3313 _____ (3) Professional Ethics in Electronic Media (Prerequisites: COM 1600; EM/Broadcasting major, or permission of the instr)
- COM 3316 _____ (3) Television Studio Production (Prerequisite: COM 2416)
- COM 4315 _____ (3) Electronic Media Management (**CAP**) (Prerequisite: COM 3301, EM/B; Sr standing or permission of the instructor)
- COM 4317 _____ (3) Electronic Media Regulation (Prerequisite: COM 3316; Junior or Senior Standing)

Specializations: (12 sh) Choose from one of the following

Electronic Media Journalism

- COM 2600 _____ (3) Introduction to Journalism
- COM 2612 _____ (3) Broadcasting Newswriting (Prerequisites: COM 1600, Electronic Media/Broadcasting major or permission of the instructor)
- COM 4319 _____ (3) TV News and Sports Reporting (Prerequisites: COM 2600, 2612 and 2416)
- COM 4302 _____ (3) Broadcast Performance Techniques (Prerequisite: COM 2416 and 3316)
- Or
- COM 4420 _____ (3) Multimedia Storytelling (Prerequisites: one from COM 2610, COM 3301, COM 3302, or COM 3618, AND one from COM 3200, 3306, 3316, 3320, or 3420 OR permission of the instructor)

Electronic Media Production

- COM 2316 _____ (3) Audio Production I (Co/Prerequisite: COM 1600, EM/Broadcasting major)
- COM 3306 _____ (3) Audio Production II (Prerequisite: COM 2316, admitted to Electronic Media/Broadcasting)
- COM 4416 _____ (3) Video Production II (Prerequisites: COM 2316, 2416, and 3316, admitted to Electronic Media/Broadcasting)
- COM 4302 _____ (3) Broadcast Performance Techniques (Prerequisites: COM 2416 and COM 3316)

Or

THR 2629 _____ (3) Acting for the Camera

Electronic Media Sales and Programming

- COM 3333 _____ (3) Electronic Media Programming (Prerequisite: COM 2416)
- COM 4300 _____ (3) Media Sales (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or consent of the instructor)
- COM 3928 _____ (3) Research Methods
- ACC 1050 _____ (3) Survey of Accounting (Prerequisite: passing the math placement test or successful completion of MAT 0010)

Or

MKT 3050 _____ (3) Principles of Marketing (Prerequisite: ECO 2030)

III. MINOR REQUIRED **12 - 25**
9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES (to total a minimum of 122 sh for this major) **8 - 24**
2 sh of free electives outside the major discipline are required **122**

Students must apply to be an Electronic Media/Broadcasting major. Once accepted, a student must fill out a "Declaration of Major" form and submit it to the dean's office for processing.