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 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

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.