

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

Program of Study for
Communication Majors
Electronic Media/Broadcasting

I. GENERAL EDUCATION 44
 (COM 2105, COM 3300 and ECO 2030 if taken for the major may count toward General Education: Liberal Studies Experience).

II. MAJOR REQUIREMENTS 48 - 51
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) Thinking Through Communication
- COM 2101 _____ (3) Public Speaking
- OR
- COM 2105 _____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Requirements that may count in Gen Ed: COM 2105 (3) Liberal Studies Experience COM 3300 (3) Liberal Studies Experience ECO 2030 (3) Liberal Studies Experience (SSD) Total Major Hours: 48-51 Gen Ed: -3-9 Net Major hours: 42-45

Major Courses (30 sh)

- COM 1600 _____ (3) Fundamentals of Electronic Media
- COM 2416 _____ (3) Video Production I (Prerequisite: EM/Broadcasting 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 permission 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 4300 _____ (3) Media Sales (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or permission of the instructor)
- 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: senior standing, or permission of the instructor)

Specializations: (12-15 sh) Choose from one of the following

Electronic Media Journalism (12 sh)

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

Electronic Media Production (12 sh)

- COM 2316 _____ (3) Audio Production I (Co/Prerequisite: COM 1600, EM/Broadcasting major)
- COM 3560 _____ (3) Television Scriptwriting
- OR
- COM 3570 _____ (3) Video Editing (Prerequisites: COM 2416 EM/Broadcasting Major)
- COM 4416 _____ (3) Video Production II (Prerequisites: COM 2316, COM 2416, and COM 3316, EM/Broadcasting major)
- 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 (15 sh)

- COM 3333 _____ (3) Electronic Media Programming (Prerequisites: COM 2416; EM/Broadcasting major)
- COM 3928 _____ (3) Research Methods (Prerequisite: junior or senior standing, or permission of the instructor)
- ECO 2030 _____ (3) Principles of Microeconomics (Gen Ed: LSE; SSD)
- ACC 1050 _____ (3) Survey of Accounting
- 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) 2-24
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.