

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

**Program of Study for**  
**Communication Majors**  
**Electronic Media/Broadcasting**

**I. GENERAL EDUCATION ..... 44**

**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
- Or
- COM 35 \_\_\_\_\_ (3) Selected Topics
- COM 3301 \_\_\_\_\_ (3) Writing for Electronic Media (**WID**) (Prerequisite: ENG 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 f 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 - 24**  
**9 sh of a minor must be completed at Appalachian.**

**IV. FREE ELECTIVES (to total a minimum of 122 sh for this major) ..... 9 - 21**  
**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.**