

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

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

**I. GENERAL EDUCATION ..... 44**  
 (ECO 2030 taken for the major may count toward General Education if completing a theme).

**II. MAJOR REQUIREMENTS ..... 60**  
**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 (45 sh)**

- ACC 1050 \_\_\_\_\_ (3) Survey of Accounting
- COM 1600 \_\_\_\_\_ (3) Fundamentals of Electronic Media
- COM 2316 \_\_\_\_\_ (3) Audio Production I (Co/Prerequisite: COM 1600, EM/Broadcasting major)
- COM 2612 \_\_\_\_\_ (3) Broadcast Newswriting (Prerequisite: COM 1600; EM/Broadcasting, or other COM major, or consent of the instructor)
- COM 3300 \_\_\_\_\_ (3) Mass Media & Society
- Or
- COM 3314 \_\_\_\_\_ (3) Advanced Media Analysis
- 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) Social Responsibility in Electronic Media (Prerequisites: COM 1600; EM/Broadcasting major, or consent of the instr)
- COM 3316 \_\_\_\_\_ (3) Television Studio Production (Prerequisite: COM 2316)
- COM 3333 \_\_\_\_\_ (3) Electronic Media Programming (Prerequisite: COM 2316 and EM/Broadcasting major)
- COM 4300 \_\_\_\_\_ (3) Media Sales (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or consent of the instructor)
- COM 4315 \_\_\_\_\_ (3) Electronic Media Management (CAP) (Prerequisite: COM 2316, 3316, Jr/Sr standing or permission of the instructor)
- COM 4316 \_\_\_\_\_ (3) Video Production I (Prerequisite: COM 2316 & COM 3316; admitted EM/Broadcasting major)
- COM 4317 \_\_\_\_\_ (3) Electronic Media Regulation (Prerequisite: COM 3316)
- ECO 2030 \_\_\_\_\_ (3) Principles of Economics – Price Theory (Gen Ed: Historical & Social Perspective: Capitalism & Its Critics; 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, admitted to the B.S. degree in Communication, Electronic Media/Broadcasting)
- COM 4302 \_\_\_\_\_ (3) Broadcast Performance Techniques (Prerequisite: COM 3316)
- COM 4319 \_\_\_\_\_ (3) TV News and Sports Reporting (Prerequisites: COM 2612, 4316)
- COM 4416 \_\_\_\_\_ (3) Video Production II (Prerequisites: COM 2316, 3316 & 4316, admitted to the B.S. degree in Communication, Electronic Media/Broadcasting)
- COM 4420 \_\_\_\_\_ (3) Multimedia Storytelling (Prerequisites: one from COM 2610, 3302 or COM 3618 and one from COM 3200, 3320 or 3420 or permission of the instructor)

**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) ..... 2 - 9**  
**2 sh of free electives outside the major discipline are required 122 - 127**

|  |                                 |
|--|---------------------------------|
| Major requirements that may count toward Gen Ed: |                                 |
| ECO 2030 (3)                                     | Historical & Social Perspective |
| Total Major Hrs:                                 | 60                              |
| Gen Ed:  | -3                              |
| Net Major Hrs:                                   | 57                              |

**Students must apply to be a COM major. Deadline to submit “Application for Admission” is announced at the beginning of each semester. Please check the dates with the Department of Communication. Once accepted, a student must fill out a “Declaration of Major” form and submit it to the dean’s office for processing.**