

2008 - 2009

Name _____ Minor _____
WRITE MINOR COURSES ON REVERSE

DEPARTMENT OF MASS COMMUNICATIONS CORPORATE & INSTITUTIONAL MEDIA PROFESSIONAL OPTION Advising Check sheet

NOTES: (1) Students in the Mass Comm. major and minor must earn a "C " grade or better in all courses applied to major requirements. (2) Students must maintain at least a 2.2 overall GPA or be dropped from the program. (3) Students may not attempt (complete a course and receive a grade) any Mass Communications course more than twice.

I. Introductory Core Requirements (9 semester hours)

<u>Course</u>	<u>semester</u>	<u>grade</u>
201 Mass Media in Society	_____	_____
202 Writing for the Media	_____	_____
204 Intro. to Television and Audio Production	_____	_____

II. Advanced Core (9 hours)

<u>Course</u>	<u>semester</u>	<u>grade</u>
401 Media Law and Policy	_____	_____
403 Media Critical Theory	_____	_____
481 Internship/Senior Portfolio	_____	_____

III. Corporate & Institutional Media Option (15 hours)

<u>Course</u>	<u>semester</u>	<u>grade</u>
402 Media Management	_____	_____
422 Writing for the Corp. & Institutional Market	_____	_____

Plus three courses chosen in consultation with an M.C. Dept. Advisor

321 Feature Writing	_____	_____
323 Publication Layout and Design	_____	_____
327 Designing & Writing for the World Wide Web	_____	_____
330 Advanced Broadcast Writing	_____	_____
342 Digital Imagery	_____	_____
431 Corporate & Non-broadcast Video	_____	_____
441 Multimedia Use in Mass Media	_____	_____
451 Research Methods in the Mass Media	_____	_____
453 Transnational Media	_____	_____

IV. Mass Communications Electives (6 hours)

<u>Course</u>	<u>semester</u>	<u>grade</u>
_____	_____	_____
_____	_____	_____

Total hours required in major: 39

___ 80-65 rule ___ Foreign language/SPCH 105 ___ 124 credits

___ Advisor's initials ___ Quantitative Course ___ Phil. 481
(SPC329, STAT107 or MC451)

I have been explained, and fully understand, the 80/65 Rule. _____
Student's Signature Date