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 (12 sh) (A 2.0 GPA is required in the core courses)
COM 1200 _____ (3) Foundations of Human Communication
COM 2101 _____ (3) Public Speaking
COM 2300 _____ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)
COM 2310 _____ (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)

Major Courses (39)
ACC 2100 _____ (3) Principles of Accounting I (Prerequisite: passing the math placement test or successful completion of MAT 0010)
COM 2316 _____ (3) Audio Production I (Prerequisite: Electronic Media/Broadcasting major.)
COM 2612 _____ (3) Broadcast Newswriting (Prerequisite/Corequisite: COM 2300 or permission of the instructor. Prerequisite: keyboarding skills, COM 2600 or permission of the instructor)
COM 3300 _____ (3) Mass Media & Society (Prerequisite: COM 2300 or permission of the instructor)
   Or
COM 3314 _____ (3) Advanced Media Analysis (Prerequisite: COM 2300)
COM 3301 _____ (3) Writing for Electronic Media (Prerequisite: COM 2300, or permission of the instructor) **(WID) Pending Approval from Gen Ed**
COM 3316 _____ (3) Television Studio Production (Prerequisite: COM 2316)
COM 3333 _____ (3) Electronic Media Programming (Prerequisite: COM 2300)
COM 4300 _____ (3) Media Sales (Prerequisite: COM 2300 or permission of the instructor)
COM 4315 _____ (3) Electronic Media Management **(CAP)** (Prerequisite: COM 2300, 2316, 3316, Jr/Sr standing or permission of the instructor)
COM 4316 _____ (3) Video Production I (Prerequisite: COM 3316)
COM 4317 _____ (3) Electronic Media Regulation (Prerequisite: COM 2300, 2316)
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)
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, or permission of the instructor)
COM 4420 _____ (3) Converged Media (Prerequisites: COM 2610, 3302, 3618)

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" form is October 1 and February 15.
Once accepted, a student must still fill out the "Declaration of Major" form and submit it to the Dean's Office for processing.