



2016-2017 PETITION/PROGRAM SHEET
Degree: Bachelor of Arts
Major: Mass Communication
Concentration: Media Strategies and Applications

About This Major . . .

The Bachelor of Arts degree in Mass Communication is a concentration in Media Strategies and Applications. The overriding goal of the program is to offer students opportunities to develop the knowledge, theory and skills that will assist them in securing careers in the ever-changing, fields of mass communication.

Graduates of Colorado Mesa University’s Mass Communication program establish successful careers in media (magazines, newspapers, radio, television, public relations, advertising, and Internet-based media), as well as in other venues such as non-profit organizations, and government agencies.

For more information on what you can do with this major, go to <http://www.coloradomesa.edu/career/whatmajor.html>

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning. In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Apply specific paradigms for critical thinking to mass communication. (Critical Thinking)
2. Evaluate and apply diversity, objectivity, and balance to any form of mass communication. (Critical Thinking)
3. Justify the decision for resolving moral or ethical mass communication dilemmas. (Specialized Knowledge)
4. Write a compelling content that demonstrates proper grammar, well-organized facts, and story-telling techniques for a variety of media. (Communication Fluency)
5. Determine validity of sources and research techniques. Additionally, they will be able to interpret data. (Quantitative Fluency)
6. Identify specific examples of media evolution. (Specialized Knowledge)
7. Evaluate mass communication theories and assess their use. (Specialized Knowledge)
8. Demonstrate proper application of industry tools and techniques common to mass communication. (Applied Learning)
9. Determine the best methods and strategies for developing a message. (Communication Fluency)

NAME: _____ **STUDENT ID #** _____

LOCAL ADDRESS AND PHONE NUMBER: _____

_____ () _____

I, (Signature) _____, hereby certify that I have completed (or will complete) all the courses listed on the Program Sheet. I have read and understand the policies listed on the last page of this program sheet. I further certify that the grade listed for those courses is the final course grade received except for the courses in which I am currently enrolled and the courses which I complete next semester. I have indicated the semester in which I will complete these courses.

Signature of Advisor Date _____ 20____

Signature of Program Director Date _____ 20____

Signature of Department Head Date _____ 20____

Signature of Registrar Date _____ 20____

DEGREE REQUIREMENTS:

- 120 semester hours total (Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher).
- 40 upper division credits (A minimum of 15 taken at the 300-400 course levels within the major at CMU).
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- 2.00 cumulative GPA or higher in all CMU coursework
- 2.50 cumulative GPA or higher and grade of C or better in all classes in the major.
- When filling out the program sheet a course can be used only once.
- A student must follow the CMU graduation requirements either from 1) the program sheet for the major in effect at the time the student officially declares a major; or 2) a program sheet for the major approved for a year subsequent to the year during which the student officially declares the major and is approved for the student by the department head. Because a program may have requirements specific to the degree, the student should check with the faculty advisor for additional criteria. It is the student’s responsibility to be aware of, and follow, all requirements for the degree being pursued. Any exceptions or substitutions must be approved by the student’s faculty advisor and Department Head.
- Essential Learning Capstone should be completed between 45 and 75 hours.
- See the “Requirements for Undergraduate Degrees and Certificates” in the catalog for additional graduation information.

ESSENTIAL LEARNING REQUIREMENTS (31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Course No	Title	Sem.hrs	Grade	Term/Trns
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English (6 semester hours, must receive a grade of “B” or better and must be completed by the time the student has 60 semester hours.)

ENGL 111	English Composition	3	_____	_____
ENGL 112	English Composition	3	_____	_____

Math **MATH 110 or higher** (3 semester hours, must receive a grade of “C” or better, must be completed by the time the student has 60 semester hours.)

MATH 1	_____	_____	_____	_____
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Humanities (3 semester hours)

_____	_____	_____	_____	_____
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Social and Behavioral Sciences (6 semester hours)

_____	_____	_____	_____	_____
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Natural Sciences (7 semester hours, one course must include a lab)

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History (3 semester hours)

HIST	_____	_____	_____	_____
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Fine Arts (3 semester hours)

_____	_____	_____	_____	_____
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Course No	Title	Sem.hrs	Grade	Term/Trns
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WELLNESS REQUIREMENT (2 semester hours)

KINE 100	Health and Wellness	1	_____	_____
KINA 1	_____	1	_____	_____

ESSENTIAL LEARNING CAPSTONE (4 semester hours)

ESSL 290	Maverick Milestone (see English & math pre-reqs)	3	_____	_____
ESSL 200	Essential Speech (co-requisite)	1	_____	_____

FOUNDATION COURSES (9 semester hours) Two **consecutive** classes in the **same** foreign language. Must receive a grade of “C” or better. FLAS 114 & 115 will **NOT** fulfill this requirement.

FLA	_____	_____	_____	_____
FLA	_____	_____	_____	_____
MASS 110	Mass Media: Impact & History	3	_____	_____

MASS COMMUNICATION MEDIA STRATEGIES & APPLICATIONS CONCENTRATION REQUIREMENTS (50-51 semester hours) Must pass all courses with a grade of “C” or higher.

Mass Communication Core (26 semester hours)

MASS 140	Media Theory Introduction	3	_____	_____
MASS 142	Media Software Application	3	_____	_____
MASS 144	Multimedia Storytelling	3	_____	_____
MASS 213	Introduction to Media Writing	3	_____	_____
MASS 310	Media Law and Ethics	3	_____	_____
MASS 397	Practicum	1	_____	_____
MASS 494	Seminar, Theory and Research	4	_____	_____
MASS 498	Senior Project Portfolio	1	_____	_____
MASS 499	Internship	5*	_____	_____

*Student may take more than 5 hours of Internship. Any hours beyond 5 may be included in the general Elective category on Page 3.

Select at least four courses from the list of Strategy Courses below. (12 semester hours)

MASS 251	Mass Media: Advertising and Promotions	3	_____	_____
MASS 313	Broadcast Journalism Reporting	3	_____	_____
MASS 315 A	Specialized Writing for Media, Science	3	_____	_____
MASS 315 B	Specialized Writing for Media, Sports	3	_____	_____
MASS 315 C	Specialized Writing for Media, Health	3	_____	_____
MASS 315 D	Specialized Writing for Media, Crime	3	_____	_____
MASS 317	Writing Opinion for Impact	3	_____	_____
MASS 319	Commercial Copy	3	_____	_____
MASS 343	Social Media	3	_____	_____
MASS 350	Public Relations Concepts	3	_____	_____
MASS 415	Public Affairs Reporting	3	_____	_____
MASS 417	Writing for PR & Advertising	3	_____	_____
MASS 450	Public Relations Campaigns	3	_____	_____

**SUGGESTED COURSE SEQUENCING FOR A MAJOR IN
MASS COMMUNICATION – MEDIA STRATEGIES AND APPLICATIONS CONCENTRATION**

This is a recommended sequence of course work. Certain courses may have prerequisites or are only offered during the Fall or Spring semesters. It is the student's responsibility to meet with the assigned advisor and check the 2 year course matrix on the website for course availability.

FRESHMAN YEAR

Fall Semester	Hours	Spring Semester	Hours
ENGL 111 English Composition	3	ENGL 112 English Composition	3
MATH XXX (MATH 110 or higher)	3	Essential Learning Natural Science	3
Essential Learning Humanities	3	Essential Learning Social/Behavioral Science	3
Essential Learning Social/Behavioral Science	3	MASS 140 Media Theory Introduction	3
MASS 110 Mass Media: Impact & History	3	MASS 142 Media Software Application	3
KINE 100 Health and Wellness	<u>1</u>		15
	16		

SOPHOMORE YEAR

Fall Semester	Hours	Spring Semester	Hours
Essential Learning Fine Arts	3	ESSL 290 Maverick Milestone	3
Essential Learning History	3	ESSL 200 Essential Speech	1
Foundation Course Foreign Language	3	Foundation Course Foreign Language	3
MASS 144 Multimedia Storytelling	3	MASS 213 Introduction to Media Writing	3
Essential Learning Natural Science with Lab	<u>4</u>	MASS Course from Strategy or Applications List	3
	16	KINA Activity	<u>1</u>
			14

JUNIOR YEAR

Fall Semester	Hours	Spring Semester	Hours
MASS 310 Media Law & Ethics	3	MASS Course from Strategy List	3
MASS 397 Practicum	1	MASS Course from Application List	3
MASS Course from Strategy List	3	Elective or Minor	3
MASS Course from Application List	3	Elective or Minor	3
Elective or Minor	3	Elective or Minor	<u>3</u>
Elective or Minor	<u>3</u>		15
	16		

SENIOR YEAR

Fall Semester	Hours	Spring Semester	Hours
MASS Course from Strategy List	3	MASS 499 Internship	5
MASS Course from Application List	3	MASS 498 Senior Project Portfolio	1
Elective or Minor	3	MASS 494 Seminar, Theory and Research	4
Elective or Minor	3	MASS Course from Strategy or Applications List	<u>3</u>
Elective or Minor	<u>3</u>		13
	15		

POLICIES:

1. Please see the catalog for a complete list of graduation requirements.
2. This program sheet must be submitted with your graduation planning sheet to your advisor during the **semester prior to the semester of graduation, no later than October 1 for spring graduates, no later than March 1 for fall graduates.** You must turn in your "Intent to Graduate" form to the Registrar's Office **by September 15 if you plan to graduate the following May, and by February 15 if you plan to graduate the following December.**
3. Your advisor will sign and forward the Program Sheet and Graduation Planning Sheet to the Department Head for signature. Finally, the Department Head will submit the signed forms to the Registrar's Office. (Students cannot handle the forms once the advisor signs.)
4. If your petition for graduation is denied, it will be your responsibility to reapply for graduation in a subsequent semester. Your "Intent to Graduate" does not automatically move to a later graduation date.
5. NOTE: During your senior year, you will be required to take a capstone exit assessment/project (e.g., Major Field Achievement Test).