



2017-2018 PROGRAM REQUIREMENTS
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)

Advising Process and DegreeWorks

This document is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.

INSTITUTIONAL DEGREE REQUIREMENTS

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- 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 (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree; A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See “Requirements for Undergraduate Degrees and Certificates” in the catalog for a complete list of graduation requirements.

PROGRAM-SPECIFIC DEGREE REQUIREMENTS

- 2.5 cumulative GPA or higher in coursework toward the major content area.
- A grade of “C” or better in all foundation and major courses.
- In an effort to meet industry standards, Macintosh computers are used in all computer-based Mass Communication courses. Majors are strongly advised to consider purchasing a Macintosh and related print and web publication software for personal use.
- To continue in the program and eventually graduate as Mass Communication – Media Strategies and Applications majors, students must earn a minimum grade of C in the major requirements within no more than three attempts.

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.

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)

Mathematics (3 semester hours, must receive a grade of "C" or better, must be completed by the time the student has 60 semester hours.)

- MATH 110 - College Mathematics (3) or higher

Humanities (3 semester hours)

- Select one Humanities course (3)

Social and Behavioral Sciences (6 semester hours)

- Select one Social and Behavioral Sciences course (3)
- Select one Social and Behavioral Sciences course (3)

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

- Select one Natural Sciences course (3)
- Select one Natural Sciences course with a lab (4)

History (3 semester hours)

- Select one History course (3)

Fine Arts (3 semester hours)

- Select one Fine Arts course (3)

OTHER LOWER-DIVISION REQUIREMENTS

Wellness Requirement (2 semester hours)

- KINE 100 - Health and Wellness (1)
- Select one Activity course (1)

Essential Learning Capstone (4 semester hours)

Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

- ESSL 290 - Maverick Milestone (3)
- ESSL 200 - Essential Speech (1)

FOUNDATION COURSES (9 semester hours, must pass all courses with a grade of "C" or higher.)

- MASS 110 - Mass Media: Impact and History (3)

Two consecutive classes in the same foreign language. FLAS 114 & 115 will NOT fulfill this requirement.

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BA: MASS COMMUNICATION, MEDIA STRATEGIES & APPLICATIONS REQUIREMENTS (44 semester hours, must pass all courses with a grade of "C" or higher.)

Mass Communication Core (20 semester hours)

- MASS 140 - Media Theory Introduction (3)
- MASS 144 - Multimedia Storytelling (3)
- MASS 213 - Introduction to Media Writing and Reporting (3)
- MASS 310 - Media Law and Ethics (3)
- MASS 397 - Practicum (1)
- MASS 494 - Seminar, Theory and Research (3)
- MASS 498 - Senior Project Portfolio (1)
- MASS 499 - Internship (3) (Student may take more than 3 hours of Internship. Any hours beyond 3 may be included in the General Elective category.)

Strategy Courses (12 semester hours)

Select at least four of the following courses:

- MASS 251 - Mass Media: Advertising and Promotions (3)
- MASS 313 - Broadcast Journalism Reporting (3)
- MASS 315A - Specialized Writing for Media: Science (3)
- MASS 315B - Specialized Writing for Media: Sports (3)
- MASS 315C - Specialized Writing for Media: Health (3)
- MASS 315D - Specialized Writing for Media: Crime (3)
- MASS 317 - Writing Opinion for Impact (3)
- MASS 350 - Public Relations Concepts (3)
- MASS 357 - Documentary and News Producing (3)
- MASS 415 - Advanced Media Writing and Reporting (3)
- MASS 417 - Writing for Public Relations and Advertising (3)
- MASS 450 - Public Relations Campaigns (3)
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Application Courses (12 semester hours)

Select at least four of the following courses:

- MASS 261 - Audio Announcing and Production (3)
- MASS 271 - Video Production (3)
- MASS 342 - Photojournalism I (3)
- MASS 352 - Design and Editing for Print (3)
- MASS 357 - Documentary and News Producing (3)
- MASS 372 - TV Studio Production (3)
- MASS 441 - Emerging Media (3)
- MASS 442 - Photojournalism II (3)
- MASS 452 - Designing for Brand and Message (3)
- MASS 471 - Advanced Video Production (3)
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GENERAL ELECTIVES (All college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours, including 40 upper division hours. 30 semester hours, including 5-14 semester hours of upper division may be needed.)

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SUGGESTED COURSE SEQUENCING

Freshman Year, Fall Semester: 16 credits

- ENGL 111 - English Composition (3)
- MATH 110 - College Mathematics or higher
- Essential Learning - Humanities (3)
- Essential Learning - Social and Behavioral Science (3)
- MASS 110 - Mass Media: Impact and History (3)
- KINE 100 - Health and Wellness (1)

Freshman Year, Spring Semester: 15 credits

- ENGL 112 - English Composition (3)
 - Essential Learning - Natural Science (3)
 - Essential Learning - Social and Behavioral Science (3)
 - MASS 140 - Media Theory Introduction (3)
 - MASS 144 - Multimedia Storytelling (3)
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Sophomore Year, Fall Semester: 16 credits

- Essential Learning - Fine Arts (3)
- Essential Learning - History (3)
- Foundation Course - Foreign Language (3)
- MASS 213 - Introduction to Media Writing and Reporting (3)
- Essential Learning - Natural Science with Lab (4)

Sophomore Year, Spring Semester: 14 credits

- ESSL 290 - Maverick Milestone (3)
 - ESSL 200 - Essential Speech (1)
 - Foundation Course - Foreign Language (3)
 - Strategy or Application courses (2 courses) (6)
 - KINA Activity (1)
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Junior Year, Fall Semester: 16 credits

- MASS 310 - Media Law and Ethics (3)
- MASS 397 - Practicum (1)
- Strategy or Application (2 courses) (6)
- Electives (2 courses) (6)

Junior Year, Spring Semester: 15 credits

- Strategy or Application (2 courses) (6)
 - Electives (3 courses) (9)
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Senior Year, Fall Semester: 15 credits

- Strategy or Application (2 courses) (6)
- Electives (3 courses) (9)

Senior Year, Spring Semester: 13 credits

- MASS 494 - Seminar, Theory and Research (3)
 - MASS 498 - Senior Project Portfolio (1)
 - MASS 499 - Internship (3)
 - Electives (2 courses) (6)
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