

# B.A. IN MEDIA AND CULTURE

For the most up-to-date requirements, please refer to your Degreeworks Audit.

## General Education Requirements

- IT 101** \_\_\_\_\_ Information Technology
- EXP 1** \_\_\_\_\_ Expository Writing I<sup>1</sup>
- EXP 2** \_\_\_\_\_ Expository Writing II<sup>1</sup>
- \_\_\_\_\_ Literature/Cinema/EMS<sup>2</sup>
- MA** \_\_\_\_\_ Mathematical Science I<sup>3</sup>
- MA** \_\_\_\_\_ Mathematical Science II<sup>3</sup>
- NASC** \_\_\_\_\_ Natural Science (4 credits)
- GLS** \_\_\_\_\_ Global Studies: **GLS 100, 101, 102, 105 or 116**
- HI** \_\_\_\_\_ History
- PH 101** \_\_\_\_\_ Problems of Philosophy
- PS/SO** \_\_\_\_\_ Behavioral Science
- EC 111** \_\_\_\_\_ Principles of Microeconomics
- EC 112** \_\_\_\_\_ Principles of Macroeconomics
- FS 111** \_\_\_\_\_ First Year Seminar (1 credit)

## Electives<sup>4</sup>

- MA/NASE** \_\_\_\_\_ Math or Natural Science Elective
- \_\_\_\_\_ Humanities/Social Science Elective

## Course Focus Requirements

- U.S. Diversity Intensive (D)
- International Intensive (I)
- Communication Intensive (C)

CHOOSE A BUSINESS STUDY MINOR OR MAJOR

### Business Studies Minor<sup>4</sup>

- GB 110** \_\_\_\_\_ Legal and Ethical Environment of Business
- GB 112** \_\_\_\_\_ Tools and Concepts in Accounting and Finance
- GB 212** \_\_\_\_\_ Practice and Applications in Accounting and Finance
- GB 213** \_\_\_\_\_ Business Statistics
- GB 214** \_\_\_\_\_ Marketing-Operations Fundamentals  
or **GB 215** \_\_\_\_\_ Human Behavior and Organizations

### Unrestricted Elective Courses<sup>4</sup>

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Major Requirements

- EMS 200** \_\_\_\_\_ Introduction to Film, Literature and Media
- MC 220** \_\_\_\_\_ Introduction to Media Production
- \_\_\_\_\_ Media Theory course<sup>5</sup>
- \_\_\_\_\_ Media Production course<sup>6</sup>
- \_\_\_\_\_ Elective<sup>7</sup>
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- \_\_\_\_\_ Elective<sup>7</sup>

## Modern Language Req. and/or A&S Electives<sup>8</sup>

- \_\_\_\_\_ Modern Language Req. and/or A&S
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## Arts and Science Electives<sup>4</sup>

- \_\_\_\_\_ Arts & Science Elective
- \_\_\_\_\_ Arts & Science Elective
- \_\_\_\_\_ Arts & Science Elective

### Business Studies Major<sup>8</sup>

- GB 110** \_\_\_\_\_ Legal and Ethical Environment of Business
- GB 112** \_\_\_\_\_ Tools and Concepts in Accounting and Finance
- GB 212** \_\_\_\_\_ Practice and Applications in Accounting and Finance
- GB 213** \_\_\_\_\_ Business Statistics
- GB 214** \_\_\_\_\_ Marketing-Operations Fundamentals
- GB 215** \_\_\_\_\_ Human Behavior and Organizations
- \_\_\_\_\_ Business Elective
- \_\_\_\_\_ Business Elective

### Unrestricted Elective Courses<sup>4</sup>

- \_\_\_\_\_
- \_\_\_\_\_

## Total credits required 122

Note: Transfer students with at least 15 credits in transfer will complete 121 credits.

All courses are 3 credits unless otherwise indicated.

Office Notes:

# MEDIA AND CULTURE

The Media and Culture Major provides students the opportunity to gain a critical understanding of media forms and industry practices by engaging in creative production practice and analyzing creative, technological, and theoretical texts. This unique program requires a business minor and encourages students to complete an internship or capstone project. In their course work, students are exposed to a variety of creative and cultural texts and become critical thinkers and strong writers attuned to the nuances of written and visual language. They gain a deep and comprehensive understanding of the social, cultural, and political impact of the media as they develop their knowledge of media practice in such areas as video and audio production, graphic and motion design, and writing for and about media forms. Students learn to be creative, innovative and socially responsible media producers and business managers who can successfully navigate an increasingly diverse culture in the global marketplace.

**IMPORTANT NOTICE!** Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

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1. Placement in this course is determined by the English and Media Studies department.
  2. Requirement may be fulfilled with any LIT/CIN/EMS or or MLCH 403, MLFR 304, MLIT 304, MLSP 306, 307, 404, or 405. Certain topics/titles of MLCH 402 or MLSP 301 may also apply.
  3. Math sequence consists of either MA 123 and MA 126 or MA 131 & MA 139, depending upon departmental placement.
  4. Elective guidelines are available on the Registrar's website.
  5. Select one of the following courses in media theory: EMS 201, CIN 270, CIN 370, CIN 371, CIN 372, CIN 375, CIN 376, CIN 378, CIN 380, CIN 381, CIN 382, CIN 383, or CIN 384.
  6. Select one production course from the following: MC 222, MC 224, MC 321, MC 322, MC 323, or MC 324.
  7. Electives can be fulfilled by any course in the English and Media Studies Department with a CIN, COM, EMS, LIT, or MC designation not otherwise required for the major.
  8. BA students must demonstrate intermediate II competence in a modern language. You must meet with the Modern Languages department chair to discuss your language proficiency and your required course work. Courses in this section not used to complete modern language requirement must be arts & science electives.
  9. Students must complete either a Business Studies Major or Business Studies minor.

\*Students may no more than 30 credits of business courses, including courses from the Business Studies Major or minor.

Most MC majors also undertake a media-related internship (MC 421) or capstone project (MC 420). A semester abroad is encouraged.