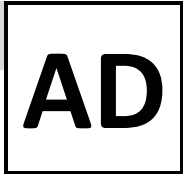


CATALOG REQUIREMENTS FOR B.A. IN MASS MEDIA

Valid for Catalog Years 2020-2021



This worksheet does not replace processing a degree audit, which illustrates the completion of specific degree requirements on an individual basis. **University graduation requirements to pay attention to:**

- 120 Minimum Credits 45 Upper Division Credits 80 Non-Major Credits

CORE UNIVERSITY REQUIREMENTS (12 HOURS):

- WU101 Washburn Experience\* (3)
EN101 Freshman Composition (3)
MA112 Contemporary College Math\*\* (3)
EN300 Advanced College Writing (must be a Junior) (3)

\*WU101 will be waived for any transfer student starting at Washburn with more than 30 hours of college credit completed.

\*\* MA112 or MA116 should be chosen in consultation with your advisor and is determined by your degree plan and minor.

GENERAL EDUCATION REQUIREMENTS (50 HOURS):

Foreign Language (4-8 hours):

- Foreign Language I (prerequisite) (4)
Foreign Language II (4)

Humanities GenEd (Total 15 hours - 12 GenEd + 3 Fine Arts):

Includes: English - excluding EN101/EN300, Philosophy, Religion, Communication, Honors 201, Foreign Language

- CN150 Public Speaking (Mass Media requirement) (3)
[ ] (3)
[ ] (3)
[ ] (3)

Humanities Fine Arts (3 hours): Art, Music, Theatre

- [ ] (3)

Social Sciences (15 hours):

Includes: Political Science, History, Psychology, Economics, Sociology, Anthropology, Geography, Honors 202

- [ ] (3)
[ ] (3)
[ ] (3)
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Natural Sciences (12 hours):\*

Includes: Biology, Chemistry, Physics, Astronomy, Geology, Honors 203, Mathematics, Computer Science

- [ ] (3)
[ ] (3)
[ ] (3)
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\* Natural Sciences: Students must take courses in two natural science disciplines outside of mathematics.

CORE MASS MEDIA REQUIREMENTS (16 hours including):

- MM100 Introduction to Mass Media (3)
MM199 Mass Media Bootcamp (3)
MM393 Media Law, Ethics and Diversity (3)
MM400 Media Literacy (3)
MM494 Mass Media Internship (2)
MM499 Career Development/Digital Portfolio (2)

Creative Advertising Concentration (24 credits):

- MM202 Creative Media Writing (3)
MM321 Visual Communications (3)
MM352 Advertising I (3)
MM415 Promotions Writing (3)
MM425 Creative Strategic Advertising (3)
MM432 Advertising II (3)
Mass Media Upper Division Elective (3)
Mass Media Upper Division Elective (3)

ADDITIONAL ADVISING INFORMATION

MM Electives: Mass Media majors must choose among additional courses offered outside their concentration in the mass media department to satisfy the six (6) hours of Upper Division electives (300 level or higher). Special topics courses will also satisfy the requirement and might include: Murder, Mayhem and Media; Social Media Storytelling; Sports Branding and Promotion, etc. Topics vary each semester. Check with your advisor.

MM 492 - Independent Study: This class requires both a formal proposal and consent of a faculty mentor and the Department Chair. It is also restricted to majors only.

MM 494 - Internships: Students are encouraged to complete multiple internships. To be eligible for the Internships class, you must have a senior standing. The internship must be approved and proper paperwork submitted prior to the semester you want to intern. (Please see content folder in Mass Media D2L: Internships 101 for a complete guide to internships.)

Mass Media Honors: Must have a 3.2 overall GPA, 3.5 mass media GPA. Earn a minimum of three badges. Apply by week 10 of your graduation semester. (Please see content folder in Mass Media D2L: Mass Media Honors for a complete guide to honors.)

Minor Requirement: MM majors are required to complete a minor outside of the mass media department (see back).

Two Concentrations: MM majors can complete two MM concentrations, but this does not replace the minor requirement.

Ask your advisor about WTE and Travel opportunities through the Mass Media department.

## DEGREE COMPLETION PLAN FOR B.A. IN MASS MEDIA

### Concentration: Creative Advertising



Following this recommended schedule ensures degree completion in four years.

#### FRESHMAN YEAR

Fall Semester	Spring Semester
_____ MM100 Intro to Mass Media 3	_____ MM202 Creative Media Writing 3
_____ MM199 Mass Media Boot Camp 3	_____ Social Science GenEd 1 3
_____ WU101 Washburn Experience 3	_____ Minor Class 1/ usually GenEd 3
_____ EN101 Freshman Composition 3	_____ Natural Science GenEd 1 3
_____ Humanities GenEd 1 (Fine Art) 3	_____ Humanities GenEd 2 (CN100 – required) 3
<b>Total Credits: 15</b>	<b>Total Credits: 15</b>

#### SOPHOMORE YEAR

Fall Semester	Spring Semester
_____ MM393 Media Law, Ethics & Diversity 3	_____ MM321 Visual Communication 3
_____ Humanities GenEd 3 3	_____ Humanites GenEd 4 3
_____ Minor Class 2/ usually GenEd 3	_____ Social Science GenEd 3 3
_____ Social Science GenEd 2 3	_____ MM112 Contemporary College Math* 3
_____ FL101 Intro to Foreign Language I 4	_____ FL102 Intro to Foreign Language II 4
<b>Total Credits: 16</b>	<b>Total Credits: 16</b>

#### JUNIOR YEAR

Fall Semester	Spring Semester
_____ EN300 Advanced Composition 3	_____ MM415 Promotions Writing 3
_____ MM352 Advertising I 3	_____ MM432 Advertising II 3
_____ MM425 Creative Strategic Advertising 3	_____ Humanities GenEd 5 3
_____ Natural Science GenEd 2 3	_____ Social Science GenEd 4 3
_____ Minor Class 3 (Upper Division) 3	_____ Minor Class 4 (Upper Division) 3
<b>Total Credits: 15</b>	<b>Total Credits: 15</b>

#### SENIOR YEAR

Fall Semester	Spring Semester
_____ MM400 Media Literacy 3	_____ MM494 Internship 2
_____ Natural Science GenEd 3 3	_____ MM499 Career Dev. & Digital Portfolio 2
_____ Social Science GenEd 5 3	_____ Mass Media Upper Division Elective 3
_____ Mass Media Upper Division Elective 3	_____ Natural Science GenEd 4 3
_____ Non-Mass Media Upper Division Elective 3	_____ Non-Mass Media Upper Division Elective 3
_____ or Minor Class 5	_____ or Minor Class 6
<b>Total Credits: 15</b>	<b>Total Credits: 13</b>

**Minor:** A minor (or certificate) is required for all Mass Media Majors. Minors vary in credit hours but most are between 15-18 credit hours.

- **Popular minor/certificate choices:** Art, Business, Entrepreneurship Certificate, Communication, Computer Science, Game Design, History, Leadership, Psychology, Theatre.
- **Students with a double major do not have to complete a minor.**

**NOTES:**