CATALOG REQUIRMENTS FOR B.A. IN MASS MEDIA Concentration: Advertising & Public Relations

Valid for Catalog Years 2023-2024

This worksheet does not replace processing a degree audit, which illustrates the completion of specific degree requirements on an individual basis. <u>University graduation requirements to pay attention to:</u> 120 Minimum Credits 45 Upper Division Credits 80 Non-Major Credits

CORE UNIVERSITY REQUIREMENTS (12 HOURS):

UWU101 Washburn Experience*	(3)
\square EN101 Freshman Composition _	(3)

□ MA112 Contemporary College Math** _____ (3)

 \Box 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)
(3)
(3)

Natural Sciences (12 hours): *

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

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

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

CORE MASS MEDIA REQUIREMENTS (16 hours including):

MM100 Introduction to Mass Media (none)	(3)
MM199 Professional Media Applications (none)	(3)
MM300 Media Law, Ethics & Diversity (MM100)	(3)
MM321 Adv. Prof. Media Applications (MM100/199)	(3)
MM494 Mass Media Internship (Approval; majors only)	(2)
□ MM499 Career Development/Digital Portfolio (Seniors) _	(2)

Advertising & Public Relations Concentration (24 credits):

MM202 Professional Media Writing (MM100/199)	_(3)
MM351 Data Lit. & Audience Research (MM321/co-352)_	_(3)
MM352 Advertising & PR Strategies (MM202/321/co-351)	_(3)
MM403 Adv. Professional Media Writing (MM202)	_(3)
MM416 Digital & Social Content Strategies (MM321)	
MM432 Adv. Advertising & PR Strategies (MM352)	_(3)
Mass Media Upper Division Elective: MM422	(3)
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ADDITIONAL ADVISING INFORMATION

MM Upper Division Electives: Mass Media majors <u>must</u> 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: *Iconic Film Directors, Video Game Storytelling, Military and the Media,* etc. Check with your advisor for the best fit. **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 80 credit hours completed. The internship must be approved and proper paperwork submitted <u>prior to</u> 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). <u>Two</u> <u>Concentrations:</u> MM majors can complete two MM concentrations, but this <u>does not replace</u> the minor requirement