

## **Media and Entertainment, B.S.**

### **Program Description**

The Media and Entertainment major at Kennesaw State University invites students to explore the critical ways in which communication and converged media connect with and affect our lives, society, and culture. The theoretically-based program focuses on the forms and effects of media, including radio, film, television, print, and electronic media, and requires that students demonstrate basic digital media production skills.

Our students are critically engaged with creative analysis, production, and research into traditional and emerging forms of media. The curriculum emphasizes media history, media institutions, theory and research, production, ethics, policy, management, and technology and their effects on contemporary life. In addition to producing digital media, students learn to analyze and synthesize important information about media's role both within American society and globally, the formal attributes of a variety of media genres, media as a site of gender and racial identity formation and reflection, and the technological and cultural impacts of digital media. Media and Entertainment Studies majors learn to read and write effectively and look at the world with a critical eye.

Students who graduate with the BS with a major in Media and Entertainment will be ready for careers as media professionals within communication-based industries (i.e., media writing, media production, media editing, media sales, media buyer, media research, public affairs, publishing, public information officer, community outreach, political advocacy, and ministry), government, education, law and policy, management, and/or non-profit organizations. This program also lays the groundwork for further graduate study of mass communication, thus opening the door for employment as instructors in higher education.

The major requires 18 credit hours of lower-division course work (1000–2000 level) comprising various offerings that serve as important groundwork leading to advanced studies. Lower-division offerings include basic courses in communication research, visual communication, public speaking, writing, law and ethics, and an introductory course relevant to the student's selected program of study.



This program is a part of the Norman J. Radow College of Humanities and Social Sciences.

## Admission, Enrollment, and Graduation Policies

### Admission Requirements

Admission to the Media and Entertainment program is separate from Admissions to Kennesaw State University. Students must meet the admission requirements to pursue this degree program, outlined below.

- All communication and media majors must earn a grade of "C" or better in all communication and media courses counted toward their degree and pass the Communication Entrance Exam with a score of 78% or higher. Students who fail to pass the grammar test in three attempts must pursue majors in other departments.
- Meet the School of Communication & Media (SOCM) Sophomore GPA requirement. This Sophomore GPA requirement consists of combined adjusted 2.75 GPA in the following five courses:
  - COMM 2020: CSI: Communication Sources and Investigations
  - COMM 2033: Visual Communication
  - COMM 1110: Public Speaking
  - COMM 2135: Writing for Public Communication
  - COMM 2240: Communication Law, Ethics and Diversity
- Achieve a satisfactory score of 78% or higher on the SOCM Entrance Exams. Students may take the test no more than three times. ***This Entrance Exam requirement will be waived for students in this catalog year.***

### Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0 PROGRAM REQUIREMENTS & GRADUATION.

## Program Course Requirements

### **Core IMPACTS Curriculum (42 Credit Hours)**

General Education Core IMPACTS Curriculum

### **Statistics Pathway**

This program recommends the Statistics Pathway with students taking the following courses in the General Education Core IMPACTS: STAT 1401 in Mathematics & Quantitative Skills, and MATH 1501 in Applied Math.

### **Core Field of Study (18 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 2033: Visual Communication
- COMM 1110: Public Speaking
- COMM 2135: Writing for Public Communication
- COMM 2230: Introduction to Mass Communication
- COMM 2240: Communication Law, Ethics and Diversity

### **Major Requirements (33 Credit Hours)**

Students must earn a grade of "C" or better in these courses.

### **Required Courses (15 Credit Hours)**

- MENT 3100: Fundamentals of Media & Entertainment
- MENT 4424: Uses and Effects of Mass Media
- MENT 4485: Media & Entertainment Capstone
- COMM 3340: Digital Media Production
- COMM 3435: Communication Research Methods

### **Technology Competency (3 Credit Hours)**

Select 3 credit hours from the following list of courses:

- MENT 3300: Entertainment Podcasting
- MENT 4454: moMENTum productions
- MENT 4464: Documentary Filmmaking

### **Writing Competency (3 Credit Hours)**

Select 3 credit hours from the following list of courses:

- MENT 3200: Writing for Entertainment Media
- FILM 3105: Screenwriting
- FILM 3125: TV Writing
- WRIT 3150: Writing and Digital Culture
- WRIT 3151: Digital Storytelling
- WRIT 3152: Digital Community Engagement

### **Media Literacy Competency (6 Credit Hours)**

Select 6 credit hours from the following list of courses:

- MENT 3326: International Media

- MENT 4425: Gender, Race and Media
- MENT 4430: Media Management
- MENT 4434: Topics in Media
- MENT 4444: Film and Video Structure and Process
- COMM 3398: Internship in Communication  
Internship limited to 3 credit hours in this competency area.

### ***Entertainment Competency (6 Credit Hours)***

Select 6 credit hours from the following list of courses:

- MENT 3300: Entertainment Podcasting
- MENT 4436: Topics in Entertainment
- MENT 4444: Film and Video Structure and Process
- MENT 4454: moMENTum productions
- MENT 4464: Documentary Filmmaking
- MENT 4495: Media and Entertainment Study Tour
- MEBU 3100: Fundamentals of the Music and Entertainment Business

### ***Major Electives (3 Credit Hours)***

Students must earn a grade of "C" or better in these courses.

Select 3 credit hours of 3000–4000 level coursework from the following prefixes: COM, JOUR, MENT, ORGC, PR.

A recommended list of courses is provided below:

- MENT 3200: Writing for Entertainment Media
- MENT 3300: Entertainment Podcasting
- COMM 3315: Interviewing
- COMM 3320: Health Communication
- MENT 3326: International Media
- COMM 3350: Editing for Today's Media
- JOUR 3360: Photojournalism
- MEBU 3370: Fundamentals of Audio Production and Technology
- COMM 3398: Internship in Communication  
Internship limited to 3 credit hours in Upper Division SOCM Electives
- COMM 4200: Directed Applied Research
- MEBU 4100: Emerging Trends of the Music and Entertainment Business
- MEBU 4200: Current Topics in the Music and Entertainment Business

- COMM 4400: Directed Study
- PR 4405: Digital Publication Design
- MENT 4425: Gender, Race and Media
- MENT 4430: Media Management
- MENT 4434: Topics in Media
- MENT 4436: Topics in Entertainment
- MENT 4444: Film and Video Structure and Process
- MENT 4454: moMENTum productions
- JOUR 4445: Advanced Digital Audio Production
- MENT 4464: Documentary Filmmaking
- MEBU 4470: Advanced Audio Production and Technology
- COMM 4490: Special Topics in Communication
- MEBU 4490: Special Topics in the Music and Entertainment Business
- MENT 4495: Media and Entertainment Study Tour

### **University Electives (24 Credit Hours)**

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

#### Upper-Division Electives (12 Credit Hours)

Select 12 credit hours of 3000–4000 level coursework from the University Catalog outside of the School of Communication & Media (SOCM). These hours do not have to be taken in a single discipline but should relate to a particular interest or career goal. Students should determine needed prerequisites.

Completion of a Formal Minor or Certificate Program is encouraged.

Recommended courses/minors/certificates include: Interdisciplinary Music and Entertainment Business Certificate / Music and Entertainment Business Minor program; Film Studies Minor; FILM 4105; FILM 4125; 3000–4000 level GFA Courses; AMST 3740; ANTH 3521; POLS 3380; WRIT 3150; WRIT 3151; WRIT 3152.

#### Free Electives (12 Credit Hours)

Select 12 credit hours of 1000–4000 level coursework from the University Catalog.

### **Program Total (120 Credit Hours)**