**BACHELOR OF ARTS DEGREE IN MASS COMMUNICATION**

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**PRINT JOURNALISM CONCENTRATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Major Field Courses** |  | **Prerequisites** | **Credit Hrs.** |
| Area F (18 hours) Hrs. |  |  |  |
| MACO 2000 | Basic News Writing/Reporting | ENGL 1101,1102 | 3 |
| MACO 2001 | Survey of Media and Society | ENGL 1101, 1102 | 3 |
| MACO 2202 | Advanced Newswriting/Reporting |  | 3 |
| ECON 2106 | Microeconomics |  | 3 |

**Modern Languages (6 hours)**

1000 Level Course SPAN, FREN, GRMN YORU ARAB 6

Select 3 hours from the following:

ARAP I 100 Art Appreciation 3

MUSC 1100 Music Appreciation 3

FIAR 1100 Introduction to Fine Arts 3

**18**

**Major Requirements 42 hours**

MACO 2203 Writing for Radio/TV/Film 3

MACO 3310 Mass Comm. Research Methods 3

MACO 3301 News Editing 1 3

MACO 3302 News Editing 11 3

MACO 3303 Photojournalism 3

MACO 3320 History of Journalism 3

MACO 3340 Interpretative Reporting 3

MACO 3351 Feature Writing 3

MACO 3360 Newspaper Production 3

MACO 3330 Editorial and Critical Writing 3

POLS 3601 State and Local Government 3

MACO 4222 Philosophy & Ethics of Mass Comm. 3

MACO 4412 Communication Law 3

MACO 4498 Internship 3

**42**

**Cognate Courses 30 hours**

ECON 2105 Macroeconomics 3

ECON 2106 Microeconomics 3

HIST 2113 Minorities in America 3

GEOG 1101 Intro to Human Geography 3

SOCI 2011 Principles of Sociology 3

MACO 3207 Principles, Practices and Theory-MACO 2000, 2001 3

MACO 3351 Feature Writing-MACO 2001, 3301 3

MACO 4222 Philosophy-and Ethics of Mass Communication-MACO 2001, 2202 3

HIST 3404 Diplomatic History of the United States 3

POLS 3815 Municipal Government 3

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**Mass Communication Elective (15 hours)**

|  |  |  |  |
| --- | --- | --- | --- |
| MACO 3208 | Intro to Radio/TV/Film | MACO 2203 | 3 |
| MACO 3228 | Media Advertising and Sales | MACO 2202 or 2203 | 3 |
| MACO 3331 | International Journalism | MACO 2001, 2202 or 2203 | 3 |
| MACO 3334 | Broadcast Journalism and Editing | MACO 3208 3 |  |
| MACO 4490 | Media Seminar |  | 3 |
| MACO 4494-J | Directed Study |  | 3 |

**ELECTRONIC MEDIA CONCENTRATION (RADIO&TV)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Major Field Courses** |  | **Prerequisites** | **Credit Hrs.** |
| **Area F CORE (18 hours)** |  |  |  |
| MACO 2000 | Basic News Writing/Reporting | ENGL I101,1102 | 3 |
| MACO 2001 | Survey of Media and Society | ENGL 110 1, 1102 | 3 |
| ACCT 2103 | Accounting for Non-Majors |  | 3 |
| MACO 2203 | Writing for Radio/TV/Film |  | 3 |

**Modern Languages (6 hours)**

1001 or 1002 Level Language Courses 6

**Major Requirements (38 hours)**

|  |  |  |  |
| --- | --- | --- | --- |
| MKTG 3136 | Promotion and Advertising |  | 3 |
| MKTG 3120 | Principles of Marketing |  | 3 |
| MACO 3310 | Mass Communication Research |  |  |
|  | Methods | MACO 2000, 2001 | 3 |
| MACO 3206 | History and Criticism of Film |  | 3 |
| MACO 3348 | Fundamentals of Radio Production | MACO 3208 | 3 |
| MACO 3349 | Fundamentals of Television Production | MACO 3208 | 3 |
| MACO 4412 | Communication Law | MACO 2001, 2202 or 2203 | 3 |
| MACO 4222 | Philosophy and Ethics of |  |  |
|  | Mass Communication | MACO 2001, 2202 | 3 |
| MACO 4475 | Radio Prog. and Prod. I |  | 3 |
| MACO 4477 | Advanced TV Prod. I |  | 3 |
| MACO 4498 | Internship |  | 3 |
| POLS 3601 | State and Local Government |  | 3 |
|  |  |  | **38** |
| **Cognate Courses (30 hours)** |  |  |  |
| HIST 2112 | Survey of American History |  | 3 |
| HIST 2113 | Minorities in America |  | 3 |
| SOCI 2011 | Principles of Sociology |  | 3 |
| MKTG 3120 | Principles of Marketing |  | 3 |
| MKTG 3136 | Promotion and Advertising |  | 3 |
| ACCT 2103 | Accounting for Non-Majors |  | 3 |
| POLS 3815 | Municipal Government |  | 3 |
| HIST 3404 | Diplomatic History of the United States |  | 3 |
| MACO 4474 | Radio Programming and Production I |  | 3 |
| MACO 2001, 3334 |  |  | 3 |
| MACO 4477 | Advanced Television Production |  |  |
|  | and Directing I | MACO 2001, 3334 | 3 |
|  |  |  | **30** |
| **Mass Communication Electives (19 Hours )** | | | |
| MACO 3205 | African American Images in the Media | MACO 2203 | 3 |
| MACO 3210 | Public Opinion and Propaganda |  |  |
| MACO 2202 or 2203 |  |  | 3 |
| MACO 3327 | History and Development of |  |  |
|  | Radio and TV | MACO 3208 | 3 |
| MACO 3334 | Broadcast Journalism and Editing |  | 3 |

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MACO 4476 Radio Programming and

Production 11 MACO 2001, 3348 3

MACO 4478 Advanced Television Production

and Directing 11 MACO 2001, 3349 3

MACO 4479 Cinematography I MACO 2001, 3206 3

MACO 4480 Cinematography 11 MACO 2001, 3206 3

MACO 4490 Media Seminar 3

MACO 4494-E Directed Study 3

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**PROGRAM OF STUDY FOR THE ELECTRONIC MEDIA CONC. (RADIO&TV)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Freshman Year** | **Fall** | **Spring** |  | |
| ENGL 1101 | English Composition 1 3 | ENGL 1102 | English Composition | 3 |
| MATH 1111 | College Algebra 3 | HIST 1002 | Intro. African Diaspora | 2 |
| ASU 1200 | Fresh. Sem. & Serv. to Lead. 3 | BIOL 1112K | Intro to Biological Science | 4 |
| POLS 1101 | U.S. & Georgia Government 3 | CSCI 1101 | Intro to Computers | 3 |
| COMM 1100 | Fund. of Public Speaking 3 |  | PEDH or HEDP | 1 |
| BIOL 1111K | Intro to Biological Science 4  **16** |  |  | **16** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sophomore Year Fall** |  | **Spring** |  | |
| ENGL 2111 World Literature 1 | 3 | 1002 | Level Language Course | 3 |
| 1000 Level Language Course | 3 | ACCT 2103 | Accounting for Non-Majors | 3 |
| PEDH or HEDP Course | 1 | MACO 2203 | Writing for Radio/TV/Film | 3 |
| MACO 2000 Basic News Writing/Reporting | 3 | MACO 3310 | Mass Comm. Resch. Meth. | 3 |
| MACO 2001 Survey of Media & Society | 3 | PEDH or HEDP |  | 1 |
| HIST 1111 World History 1 | 3 | ARAP/MUSC/FIAR Course | | 3 |
|  | **16** |  | | **16** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Junior Year** | **Fall** |  | **Spring** |  | |
| MKTG 3120 | Principles of Marketing | 3 | MACO 3348 | Fund. of TV Production | 3 |
| POLS 3601 | State & Local Gov’t. | 3 | MKTG 3136 | Promotion & Advertising | 3 |
| MACO 3206 | Hist. & Criticism of Film | 3 | MACO Elective |  | 3 |
| MACO 3349 | Fund. of Radio Production | 4 | HIST 2113 | Minorities in America | 3 |
| SOCI 2011 | Principles of Sociology | 3 | MACO or Free Elective | | 3 |
|  |  | **16** |  | | **15** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Senior Year** | **Fall** |  | **Spring** |  | |
| MACO 4412 | Communication Law | 3 | MACO 4222 | Philosophy and Ethics | 3 |
| MACO 4474 | Radio Programming & |  | MACO 4477 | Advanced TV Production I | 3 |
|  | Mass Communication |  |  | Production and Directing I | 3 |
|  | Production | 1 | MACO Elective |  | 3 |
| MACO or Free | Elective | 3 | MACO 4498 | Internship (E) | 3 |
| MACO Elective | | 3 | MACO or Free Elective | | 4 |
|  | | **15** |  | | **16** |