

# MEDIA PRODUCTION / BACHELOR OF ARTS

COMM 45300 Advanced Media Production

Total Hours

48

Total Credit Hours: 120

Major Credit Hours: 48

The Bachelor of Arts degree in Media Production prepares students for careers in Entertainment and Sports Production, Radio/TV Broadcasting and Corporate Communications. The program provides students with the skills, knowledge, and ethical perspective communication professionals need for 21st century careers.

The Media Production major provides coursework and experiences for students interested in careers in audio and video design, development, and production. Students take coursework in the theory and practice of a wide range of Media Production as well as acquire essential skills in communication technology and research. The curriculum also provides opportunities for students to learn to create, produce, and distribute content on various media platforms.

Students also have the opportunity to work in campus media and participate in the department internship program.

Majors in Media Production may not major in another Communication major unless they complete a second set of 4 upper-division Communication courses (12 credit hours) in the second major.

## Requirements

### Degree Requirements

Code	Title	Hours
<b>Core Courses</b>		
COMM 10000	Introduction to Mass Media	3
COMM 19500	Digital Media Writing	3
COMM 11400	Communication Design Principles	3
or COMM 38200	Web Design	
COMM 11900	Audio 1	3
COMM 20600	Social Media and Online Audiences	3
COMM 22000	Introduction to Television	3
COMM 35300	Field Production	3
COMM 33400	Media Sales and Promotions	3
COMM 35700	Postproduction	3
COMM 42000	Advanced Digital Media Writing	3
COMM 45700	Advanced Postproduction	3
COMM 45600	Mass Media Research Methods	3
COMM 48000	Mass Media Ethics	3
COMM 49800	Internship	3
<b>Electives</b>		
Select 6 credits from the following courses or advisor approved courses:		6
COMM 23000	Digital Filmmaking	
COMM 31900	Audio 2	
COMM 41900	Advanced Radio	
COMM 42200	Radio Practicum	
COMM 42300	Television Practicum	
COMM 45200	Advanced Broadcast News	