

College of Media and Entertainment

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The College of Media and Entertainment provides professional education for individuals aspiring to careers in the fields of media arts (including photography), journalism, and the recording industry, as well as academic preparation for advanced studies. The college is dedicated to fostering an appreciation of the media's role in a democracy and developing better-informed citizens within the University community by providing theoretical foundations, professional skill sets, research, creative activity, experiential learning, and public service. Students are offered broad-based knowledge encompassing a global perspective and a professional ethos, as well as an affinity for free expression, critical thinking, and diversity of thought.

Programs

All curricular programs throughout the College of Media and Entertainment attempt to address a common, minimum set of core competencies. The current core competencies include

1. literacy and digital skills;
2. history, theory, and research appropriate to the area;
3. law, ethics, and policy appropriate to the area.

Grading Policy

The College of Media and Entertainment participates in the plus/minus (+/-) grading system. Majors must earn a C (2.00) or better in each course in the college in order to graduate. Thus, in order to earn a grade of P in a pass/fail course, the student must earn the equivalent of a grade of C (2.00) or better.

Candidacy Program

The College of Media and Entertainment includes a candidacy program for some majors in the college. (See program pages.) This program is based on research indicating a relationship between completion of certain required classes with certain minimum grade point expectations and both performance and retention in the major. In addition, the requirements specified in the candidacy program are consistent with requirements of our national accrediting agency.

University Media

Students are urged to become involved with the various campus media because they offer excellent opportunities for practical experience. These include the student publication *Sidelines*, the student newspaper, and the student record label Match Records.

Two radio stations and a community cable television channel provide opportunities for students to gain experience and knowledge about the mass media and communications:

- WMOT, the University's National Public Radio affiliate, is a professionally managed public service radio station featuring American music, news, and information programming. Located at 89.5 on the FM dial, WMOT-FM also provides enrichment opportunities for selected students majoring in Mass Communication.
- WMTS is a student-operated alternative radio station, located at 88.3 on the FM dial, which carries an eclectic mix of music, news, and student information.

- MT10, the University student-operated cable channel, carries sports, news, instructional, and entertainment programming.

Following are the curricula, courses, and specific requirements for majors and minors in each department or school.

Art Minor (for Mass Communication Majors)

Department of Art

Students majoring in Mass Communication programs take the following sequence, as requested by that college, for the Art minor.

Required Courses (12 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- ART 1630 - Three-Dimensional Design **3 credit hours**
- ART 1640 - Drawing II **3 credit hours**

Studio or Art History Courses (6 hours)

- Choose two studio or art history classes, one of which must be upper division and taken in residence.

Visual Communication Students

Visual Communication students in Mass Communication have the option of substituting ART 1910 or ART 1920 for ART 1640.

Mass Communication Minor

A total of 18 hours of coursework is required for the minor in Mass Communication. Interested persons should contact the director of the School of Journalism or the chairs of Electronic Media Communication or Recording Industry departments for a minor advisor before beginning coursework. A grade point average of 2.00 is required for the minor in Mass Communication.

Mass Communication Minor for Recording Industry Music Business Majors

The minor in Mass Communication for Recording Industry Music Business majors requires 18 hours of elective coursework in the College of Mass Communication not including EMC 1020/JOUR 1020/RIM 1020, JOUR 3580/EMC 3580, JOUR 4000/EMC 4000, or any RIM courses. Nine (9) hours must be upper-division elective courses. The journalism, public relations, or media management specialty areas require an additional three (3) hours from ACTG 2110 or ACTG 3000.

Journalism Specialty

Required courses (16 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**

Electives (6 hours)

- EMC 3020 - Screenwriting I **3 credit hours**
- EMC 3060 - Writing for Interactive Experiences **3 credit hours**
- JOUR 3430 - Electronic Media News Writing **3 credit hours**
- JOUR 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- EMC 4020 - Screenwriting II **3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours** OR
- EMC 3000 - Films and Filmmakers **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours** OR
- EMC 3510 - Mass Media and American Culture **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours** OR
- EMC 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- EMC 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours** OR
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**

Total hours: 22

Public Relations Specialty

Required courses (15 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**

Electives (6 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**

- ADV 3480 - Media Strategy and Buying **3 credit hours**
- ADV 3170 - Strategic Communication Writing for Advertising **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours**
- EMC 3060 - Writing for Interactive Experiences **3 credit hours**
- JOUR 3430 - Electronic Media News Writing **3 credit hours**
- JOUR 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- EMC 4020 - Screenwriting II **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours** OR
- EMC 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- EMC 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours** OR
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**

Total hours: 21

Media Management Specialty

Required courses (9 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- ADV 3020 - Principles of Advertising **3 credit hours** OR
- PR 2040 - Public Relations Principles **3 credit hours** OR
- EMC 2410 - Networks Then and Now **3 credit hours**

Electives (12 hours)

One must be from

- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**

Additional three courses may be taken from above or from the following:

- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours** OR
- EMC 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours** OR
- EMC 4850 - Ethics and Mass Communication **3 credit hours**

Total hours: 21

Journalism

Greg Pitts, Director

Alligood, Asthana, Bacon, Blake, Bodle, Burriss, Eschenfelder, Farwell, Fitzgerald, Foss, Haines, Loubere, Marcellus, Matheson, Park, Paulson, Phillips, Piggott, Quarles, Reineke, Sarabia-Panol, Woodard

The School of Journalism offers work leading to the Bachelor of Science with a major in Journalism and concentrations in Advertising-Public Relations, Media Studies, and Visual Communication. A total of 47 hours of coursework is required for most majors in the School of Journalism. A minimum of 72 hours must be taken outside the School of Journalism or Department of Media Arts.

Students majoring in Journalism should pursue minors outside the School of Journalism or Department of Media Arts. Students outside the college may choose to minor in Mass Communication with an emphasis in any of the School of Journalism's concentrations.

Transfer credit of up to 12 semester hours toward the major or minor is allowed after careful review of catalog course descriptions. The School of Journalism will not normally grant transfer credit for courses taken at institutions not accredited by the Accrediting Council on Education in Journalism and Mass Communications.

The School of Journalism offers minors in Journalism, Advertising, Public Relations, and Visual Communication.

Advertising Minor

A total of 18 hours is required for the Advertising minor.

Required Courses (9 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Choose one (3 hours)

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- ADV 4230 - Case Studies in Strategic Communication **3 credit hours**

Professional Option (3 hours)

- ADV 3480 - Media Strategy and Buying **3 credit hours**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**

Choose one (3 hours)

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Journalism Minor

A total of 18 hours is required for the Journalism minor.

Required Courses (18 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- One upper-division JOUR elective **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3430 - Electronic Media News Writing **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Journalism, Advertising-Public Relations Concentration (Advertising), B.S.

School of Journalism

615-898-2814

Tricia Farwell, program coordinator

Tricia.Farwell@mtsu.edu

Advertising helps students prepare for positions in advertising agencies and departments, media buying or sales, and advertising production, design, or creative.

Although students in advertising are primarily oriented toward either the creative or management side of the business, they essentially take the same courses in advertising. One minor is required.

Students should check the prerequisites for each course.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Journalism, Advertising-Public Relations (Advertising), B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (47 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Writing/Design Requirements (12 hours)

- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 3170 - Strategic Communication Writing for Advertising **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Plus one of the following:

- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**

Conceptual Requirements (9 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours** OR
- Approved conceptual elective in School of Journalism **3 credit hours**

Research Requirements (6 hours)

- ADV 3480 - Media Strategy and Buying **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**

Professional Topics (3 hours)

Select one:

- ADV 4230 - Case Studies in Strategic Communication **3 credit hours**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- Approved College of Media and Entertainment elective **3 credit hours**

Senior Capstone (3 hours)

- ADV 4970 - Advertising Campaigns **3 credit hours**

Minor (15-18 hours)

- Selected from outside the School of Journalism and Department of Media Arts

Electives (14-17 hours)

- Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or EMC courses. Students must select at least nine hours of liberal arts/social sciences (beyond General Education); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Total hours in program: 120

Curriculum: Journalism, Advertising-Public Relations (Advertising)

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories. Majors must have a C (2.00) or better in all mass communication courses.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- Mathematics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- ADV 3020 - Principles of Advertising **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor course **3 credit hours**
- Elective **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**

Subtotal: 31 Hours

Junior

- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 3170 - Strategic Communication Writing for Advertising **3 credit hours**
- ADV 3480 - Media Strategy and Buying **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours** OR
- PR 3380 - Public Relations Publications **3 credit hours** OR

- VCOM 3920 - Information Web Design **3 credit hours** OR
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- Minor courses **6 credit hours**
- Electives **6 credit hours**

Subtotal: 30 Hours

Senior

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours** OR
- Approved conceptual elective in School of Journalism **3 credit hours**
- ADV 4970 - Advertising Campaigns **3 credit hours**
- Elective courses **5 credit hours**
- Minor courses **6 credit hours**
- Minor/elective course **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours** OR
- ADV 4230 - Case Studies in Strategic Communication **3 credit hours** OR
- Upper-division elective **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Subtotal: 28-30 Hours

Journalism, Advertising-Public Relations Concentration (Public Relations), B.S.

School of Journalism

615-898-5482

Jan Quarles, program coordinator

Jan.Quarles@mtsu.edu

The public relations program helps students prepare for positions in public relations agencies, public relations and corporate communications departments, governmental public affairs departments, employee relations departments, and non-profit agencies.

Areas covered include strategic communications, media relations, corporate communications, crisis communications, entertainment public relations, healthcare public relations, international public relations, and research methods.

Students in public relations may choose the general program or a specialty in the recording industry.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Journalism, Advertising-Public Relations (PR-General), B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (47 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Writing/Design Requirements (9 hours)

- JOUR 3090 - Reporting **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual Requirements (9 hours)

- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**

Choose one:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Approved School of Journalism elective **3 credit hours**

Professional Topics (12 hours)

- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**

Choose two:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- Approved upper-division professional or conceptual elective **3 credit hours**

Senior Capstone (3 hours)

- PR 4740 - Public Relations Campaigns **3 credit hours**

Minor (15-18 hours)

- Selected from outside the School of Journalism and Department of Electronic Media Communication; students may wish to consider a minor in the Jennings A. Jones College of Business.

Electives (14-17 hours)

- Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or EMC courses. Students must select at least nine hours of liberal arts/social sciences (beyond General Education); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Total hours in program: 120

Curriculum: Journalism, Advertising-Public Relations (Public Relations-General)

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories. Majors must have a C (2.00) or better in all Media and Entertainment courses.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- Mathematics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor course **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Elective **3 credit hours**
- Minor courses **9 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 30 Hours

Senior

- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**
- Professional Topics requirement **6 credit hours**
- Minor course **3 credit hours**
- Electives **8 credit hours**
- Minor or elective course **3 credit hours**

Subtotal: 28-31 Hours

Journalism, Advertising-Public Relations Concentration (Recording Industry) B.S.

School of Journalism

615-898-5482

Jan Quarles, program coordinator

Jan.Quarles@mtsu.edu

Advertising and public relations are distinct fields; these programs help students prepare for positions in advertising agencies and departments, media sales and management, advertising production and design, public relations agencies and departments, and organizational and employee relations.

Students in public relations may choose the general program or a specialty in the recording industry. By the junior year students should choose a minor.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Journalism, Advertising-Public Relations (RIM), B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (59 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Writing/Design Requirements (9 hours)

- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours** OR
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**

Conceptual Requirements (24 hours)

- PR 2040 - Public Relations Principles **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**

Choose one:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- EMC 3600 - Digital and Media Literacy **3 credit hours** OR
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- Approved School of Journalism elective **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Choose two:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- RIM 3720 - Artist Management **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**
- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- RIM or School of Journalism approved elective **3 credit hours**

Professional Topics (9 hours)

- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**

Choose one:

- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- Approved RIM professional course **3 credit hours**

Senior Capstone (3 hours)

- PR 4740 - Public Relations Campaigns **3 credit hours**

Minor (15-18 hours)

- Selected from outside the School of Journalism and Department of Media Arts; students may wish to consider a minor in the Jennings A. Jones College of Business.

Electives (2-5 hours)

- Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or EMC courses.

Total hours in program: 120

Curriculum: Journalism, Advertising-Public Relations (Recording Industry)

Curricular listings include **General Education** requirements in **Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences** categories. **Majors must have a C (2.00) or better in all Media and Entertainment courses.**

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- Mathematics **3 credit hours**
- Social/Behavioral Sciences **6 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR

- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- Natural Science **4 credit hours**
- Minor course **3 credit hours**
- Minor course/elective **3 credit hours**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Elective **2 credit hours**
- Minor courses **6 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- JOUR conceptual requirement **3 credit hours**
- JOUR/RIM conceptual requirement **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours** OR
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**

Subtotal: 29 Hours

Senior

- RIM 3700 - Copyright Law **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**
- JOUR/RIM conceptual requirement **3 credit hours**
- Professional Topics requirement **3 credit hours**
- Minor courses **6 credit hours**

Subtotal: 29-31 Hours

Journalism, B.S.

School of Journalism
615-898-2814

Larry Burriss, program coordinator
Larry.Burriss@mtsu.edu

The major in Journalism offers preparation for students who wish to be journalists--news reporters, copy editors, feature writers, editorial writers, freelance magazine writers, and online or multiplatform journalists. **Students should check the prerequisites for each course.** One minor is required.

Academic Map

Following is a printable, suggested four-year schedule of courses:
Journalism, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (47 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Journalism Requirements (12 hours)

- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Electronic Media News Writing **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Conceptual (9 hours)

Select three:

- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours** OR
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Or an approved School of Journalism elective **3 credit hours**

Professional Topics (12 hours)

Select four:

- JOUR 2132 - Introduction to Video Journalism **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours** OR
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours** OR
- JOUR 3570 - Broadcast Announcing and Performance **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Or an approved College of Media and Entertainment elective **3 credit hours**

Minor (15-18 hours)

Selected from **outside** the School of Journalism and the Department of Media Arts.

Electives (14-17)

Students must select at least nine hours of liberal arts/social sciences (beyond General Education); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Total hours in program: 120

Curriculum: Journalism

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories. Majors must have a C (2.00) or better in all Media and Entertainment courses.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Mathematics **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Electronic Media News Writing **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **6 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- Minor courses **6 credit hours**
- JOUR conceptual requirement **9 credit hours**
- JOUR professional topic **3 credit hours**

- JOUR 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4880 - Professional Development **1 credit hour**
- Minor course **3 credit hours**
- Minor or elective course **3 credit hours**
- Electives **11 credit hours**
- JOUR professional requirement **9 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Subtotal: 28 Hours

Journalism, Media Studies Concentration, B.S.

School of Journalism

615-898-2814

Katie Foss, program coordinator

Katie.Foss@mtsu.edu

The Journalism major with a Media Studies concentration is designed for students who enjoy discussing, analyzing, and writing about film, television, advertising, and other media. In this concentration, students think about the interplay between media and society, exploring the messages in historical and contemporary media content, as well as examining how and why media influence audience perception and behavior.

Students should check the prerequisites for each course.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Journalism, Media Studies, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (47 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Media Studies Foundation (12 hours)

- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**

Conceptual Requirements (9 hours)

Choose three:

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- Approved School of Journalism elective **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- EMC 3600 - Digital and Media Literacy **3 credit hours** OR
- JOUR 3600 - Digital and Media Literacy **3 credit hours**

Diversity and Global Culture (3 hours)

- EMC 4790 - Global News and World Media Cultures **3 credit hours** OR
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- Approved School of Journalism elective **3 credit hours**

Professional Development (6 hours)

Choose one:

- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- JOUR 2132 - Introduction to Video Journalism **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Choose one:

- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Electronic Media News Writing **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**

Senior Capstone (3 hours)

- JOUR 4910 - Research in Media Issues **3 credit hours**

Minor (15-18 hours)

- Selected from outside the School of Journalism and the Department of Media Arts

Electives (14-17 hours)

- Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or EMC courses. Students must select at least nine hours of liberal arts/social sciences (beyond General Education); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Total hours in program: 120

Curriculum: Journalism, Media Studies

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories. Majors must have a C (2.00) or better in all Media and Entertainment courses.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Mathematics **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** OR
- ENGL 2030 - The Experience of Literature **3 credit hours** OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- Natural Sciences **4 credit hours**

- Social/Behavioral Sciences **3 credit hours**
- Minor courses **6 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- Professional Development **6 credit cards**
- Conceptual courses **6 credit hours**
- Elective **3 credit hours**
- Minor course **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 4910 - Research in Media Issues **3 credit hours**
- Conceptual course **3 credit hours**
- Minor courses **6 credit hours**
- Electives **8 credit hours**
- Minor/elective courses **3 credit hours**
- EMC 4790 - Global News and World Media Cultures **3 credit hours** OR
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- Approved School of Journalism elective **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**

Subtotal: 28 Hours

Journalism, Visual Communication Concentration, B.S.

School of Journalism

615-898-2814

Phil Loubere, program coordinator

Phil.Loubere@mtsu.edu

Visual Communication involves all the elements of visual communication, from traditional typography to digitized design for newsletters, newspapers, magazines, and the Web. The concentration's emphasis is information design, including print and interactive media that deliver information, opinion, and entertainment via printed online and digital media ranging from informational graphics, brochures, books, magazines, and newspapers to production in various multimedia forms, including the Internet.

Students should check the prerequisites for each course.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Journalism, Visual Communication, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (47 hours)

School of Journalism Core (14 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Writing/Design Requirements (9 hours)

- JOUR 3450 - Editing **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**

Conceptual Requirements (9 hours)

- VCOM 2010 - Introduction to Visual Communication **3 credit hours**

Choose two:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours** OR
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- Approved School of Journalism elective **3 credit hours**

Professional (9 hours)

- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**

Senior Courses (6 hours)

- VCOM 4010 - Information Design **3 credit hours**
- VCOM 4180 - Senior Portfolio **3 credit hours**

Auxiliary Major Requirements (9 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours**

Minor (15-18 hours)

- Selected from outside the School of Journalism and the Department of Media Arts

Electives (5-8 hours)

- Students in the School of Journalism must complete 72 hours of coursework from outside JOUR or Media Arts courses. Students must select at least nine hours of liberal arts/social sciences (beyond General

Education); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Total hours in program: 120

Curriculum: Journalism, Visual Communication Concentration

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematic, Natural Sciences, and Social/Behavioral Sciences categories.

Majors must have a C (2.00) or better in all Media and Entertainment courses.

Freshman

- ART 1610 - Two-Dimensional Design **3 credit hours**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Mathematics **3 credit hours**

Subtotal: 30 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Natural Sciences **4 credit hours**
- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3450 - Editing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**
- Minor courses **6 credit hours**
- Elective course **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 31 Hours

Senior

- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**
- JOUR 4880 - Professional Development **1 credit hour**
- VCOM 4010 - Information Design **3 credit hours**
- VCOM 4180 - Senior Portfolio **3 credit hours**
- Elective course **2 credit hours**
- JOUR conceptual requirement **6 credit hours**
- Minor courses **9 credit hours**
- Minor/elective course **3 credit hours**

Subtotal: 28-31 Hours

Public Relations Minor

A total of 18 hours is required for the Public Relations minor.

Required Courses (9 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**

Choose two (6 hours)

- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**

Choose one (3 hours)

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Visual Communication Minor

A total of 18 hours is required for the Visual Communication minor.

Required Courses (9 hours)

- JOUR 2710 - Media Writing **3 credit hours** OR
- JOUR 2720 - Digital Media Skills **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

VCOM Elective (3-6 hours)

Choose at least one VCOM class:

- VCOM 3920 - Information Web Design **3 credit hours** (Prerequisite: VCOM 2950)
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours** (Prerequisite: VCOM 2950)

Electives (3-6 hours)

Choose one or two:

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Advertising

ADV 3020 - Principles of Advertising

3 credit hours

Overview of advertising principles and practices including the role of advertising in society and the marketplace, consumer behavior, advertising media, budgeting and planning, and the creation and production of advertising messages.

ADV 3060 - Issues in Advertising: Sexuality and Gender

3 credit hours

Explores use of sexuality and gender portrayals in print, broadcast, outdoor, and online and new forms of advertising from various theoretical perspectives and using actual cases.

ADV 3160 - Advertising Design and Visuals

3 credit hours

Prerequisite: VCOM 2950 or permission of instructor. Creating and producing advertising messages for various media, including publications, broadcast, outdoor, and direct mail.

ADV 3170 - Strategic Communication Writing for Advertising

3 credit hours

Prerequisite: ADV 3020 or permission of instructor. Techniques for analyzing, creating, and writing strategic messages for advertising and social media with attention to message strategy and presentation across multiple platforms.

ADV 3480 - Media Strategy and Buying

3 credit hours

Prerequisite: ADV 3020 or permission of instructor. Planning, implementing, and evaluating of media objectives and strategy in advertising, including media characteristics, limitations, and budgeting.

ADV 3520 - Special Topics in Professional Issues

3 credit hours

(Same as JOUR/PR/VCOM.) Special topics in journalism, advertising, public relations, and visual communication focusing on practical applications. Topics change each semester and have included investigative, environmental, sports, and political reporting; visual editing; international public relations; and advertising account management. May be repeated up to 6 credits.

ADV 4230 - Case Studies in Strategic Communication

3 credit hours

Prerequisites: ADV 3170 and ADV 3480 or permission of instructor and junior standing. Problems, decisions, and decision-making processes of advertising and strategic communication managers. Emphasis on decision making across functional areas of advertising and strategic communication processes.

ADV 4250 - Interactive Advertising and Social Media

3 credit hours

Prerequisite: ADV 3020 or permission of instructor. Explores advertisers' use of social media from various theoretical perspectives and using actual cases. Focuses on building skills in various platforms.

ADV 4970 - Advertising Campaigns

3 credit hours

Prerequisites: ADV 3170 and ADV 3480 or permission of instructor. Planning, designing, and executing all phases of a complete advertising campaign. An opportunity for advanced students to synthesize and apply skills from previous courses.

Journalism

JOUR 1020 - American Media and Social Institutions

3 credit hours

(Same as EMC 1020/RIM 1020.) The power of the mass media and its effect on social institutions and practices. Develops skills of qualitative and quantitative social science research in the area of mass communication processes; examines media as social, cultural, and economic institutions that shape the values of American society, its political dialogues, its social practices, and institutions.

JOUR 2132 - Introduction to Video Journalism

3 credit hours

Essential production techniques and applied technical skills necessary to arrange, shoot, edit, and produce a television news story in the field. All facets of electronic media news field production covered including camera work, lighting, audio, and editing. Three-hour lecture plus up to three-hour lab per week.

JOUR 2710 - Media Writing**3 credit hours**

Prerequisites: Grade of C or better in ENGL 1010 and ENGL 1020 or equivalents. Theory and practice of writing for print and electronic media according to the techniques, styles, and formats of various media. Laboratory required.

JOUR 2720 - Digital Media Skills**3 credit hours**

Prerequisite: JOUR 1020/EMC 1020/RIM 1020. Professional skills necessary to create digital platform stories that integrate audio, photo, video, and text.

JOUR 3000 - Introduction to Motion Pictures**3 credit hours**

Prerequisite: Junior standing or permission of instructor. The development and role of motion pictures in America, including the history of films and filmmakers, the influence of film on American culture, and film criticism.

JOUR 3050 - Principles of Health Communication**3 credit hours**

Introduces students to fundamental issues in Health Communication. The development of health communication, the role of interpersonal communication in health care, the design and challenges of public health campaigns, intended and unintended health messages in news and popular media, the structure of health care organization, and key ethical issues in creating and disseminating health messages to diverse audiences.

JOUR 3070 - Introduction to Social Media Practice**3 credit hours**

Prerequisites: JOUR 1020 and JOUR 2720. Introduces social media history, approaches, and practical application. Overview of social media usage within and on behalf of organizations and institutions through a practical analysis approach that focuses on the application of social media techniques.

JOUR 3090 - Reporting**3 credit hours**

Prerequisite: JOUR 2710. Theory and practice of basic journalism skills, including content gathering, storytelling, evaluating, writing, and processing of news.

JOUR 3100 - Introduction to Popular Music Studies**3 credit hours**

(Same as RIM 3100.) Prerequisite: RI major - admission to candidacy; others - permission of instructor. Introduces students to different academic and theoretical approaches to popular music as a social and cultural phenomenon. A discussion oriented class that is both reading and writing intensive.

JOUR 3430 - Electronic Media News Writing**3 credit hours**

Prerequisites: JOUR 2710 and JOUR 2720. Stresses reporting, writing, and presenting radio news. The history, philosophy, and regulation of electronic media news. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

JOUR 3450 - Editing**3 credit hours**

Prerequisite: JOUR 3090 with minimum grade of C. Theory and practice in the art of copy editing, including editing, language skills, newspaper style, news judgment, headline writing, photo editing, cutline writing, and page design.

JOUR 3500 - Electronic Media News Reporting and Producing**3 credit hours**

Prerequisites: JOUR 2710 or JOUR 2132 and JOUR 3430 with minimum grade of C. Theory and practice in the gathering, editing, and writing of news for electronic media. Attention given to on-the-air presentation. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

JOUR 3510 - Media History and American Culture**3 credit hours**

(Same as EMC 3510.) Development of American journalism and the mass media from Colonial times to the present, including the role and influence of mass media on American culture, technical advances, and contributions of individual personalities.

JOUR 3520 - Special Topics in Professional Issues**3 credit hours**

(Same as ADV/PR/VCOM 3520.) Prerequisites: JOUR 3090 or JOUR 3430 or permission from the School of Journalism. Special topics in journalism, advertising, public relations, and visual communication focusing on practical

applications. Topics change each semester and have included investigative, environmental, sports, and political reporting; visual editing; international public relations; and advertising account management. May be repeated up to 6 credits.

JOUR 3530 - Feature Writing

3 credit hours

Prerequisite: JOUR 2710 or permission of instructor. Theory and practice of writing feature stories for newspapers and magazines. Assignments in writing for professional publications as well as the student newspaper.

JOUR 3570 - Broadcast Announcing and Performance

3 credit hours

Prerequisite: JOUR 3500.

Responsibilities and skills required of the individual performer in preparing, announcing, and narrating of various types of materials for television and radio. Three-hour lecture plus up to three-hour lab per week.

JOUR 3580 - MC Practicum

1 to 3 credit hours

Prerequisites: Junior standing; permission of instructor. Practical experience in an on-campus mass communication setting. Note: Total credit for practicum and internship courses cannot exceed 3 credits. Pass/Fail.

JOUR 3590 - Magazine Writing and Editing

3 credit hours

Prerequisite: JOUR 3530 with minimum grade of C. Types of magazines and editorial needs; practice in magazine article writing.

JOUR 3600 - Digital and Media Literacy

3 credit hours

(Same as EMC 3600). Prerequisite: EMC 1020/JOUR 1020/RIM 1020. Enables students to develop an informed and critical understanding of media messages and media culture as well as their social, cultural, and political contexts and implications. Students develop the critical thinking skills and methods of analysis necessary to interpret media content in a digital age. Offers ways to think critically about media as they relate to citizenship and democracy.

JOUR 3650 - Free Expression, Mass Media, and the American Public

3 credit hours

(Same as EMC 3650/RIM 3650.) A general introduction to the issues surrounding free expression and its relationship to mass media in contemporary America. Comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

JOUR 3660 - Strategic Communication Research

3 credit hours

Prerequisite: JOUR 2710, permission of instructor, or permission of the School of Journalism. Introduces research methods used in advertising, journalism, public relations, and strategic communication. Provides experiences in scientific research and data analysis, including quantitative and qualitative methods, content analysis, experiments, surveys and focus groups for diagnosing, planning, managing, and evaluating situations.

JOUR 3740 - Advanced Electronic Media News Reporting and Producing

4 credit hours

Prerequisites: JOUR 3430, JOUR 3500, and EMC 3570/JOUR 3570. Theory and practice of television journalism, including use of electronic news-gathering equipment, evaluating and processing news for broadcast, and delivery of television news. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

JOUR 4000 - MC Internship

1 to 3 credit hours

Prerequisites: Upper-division standing; permission of the internship coordinator. Advanced students gain practical experience in a professional setting. Note: Total credit for internship and practicum courses cannot exceed 3 credits. Pass/Fail.

JOUR 4210 - Mass Communication and Society

3 credit hours

(Same as EMC 4210.) Prerequisite: Junior standing. Theories of the process of mass communication, how media affect society, the evolution within a social and cultural context, ethical and social dimensions. Extensive reading in theory, history, and research. Media-content emphasis varies depending on instructor's expertise.

JOUR 4240 - Television, Culture, and History
3 credit hours

Examines television as a cultural product, communication tool, "mirror on the world," and as an agent for social change. Explores censorship, sponsorship, ethics, and the impact of context on content. Focuses on role that television has had and continues to have on constructing notions of gender, race, class, and difference.

JOUR 4250 - Mass Media Law
3 credit hours

(Same as EMC 4250.) Prerequisites: JOUR 1020 and JOUR 2710; junior standing. Examination of legal guarantees and restrictions on the flow of information using the case study method. Focus on libel, privacy, obscenity, and the special restrictions placed on advertising, broadcasting, cable TV, and the Internet.

JOUR 4300 - Reviewing and Criticism
3 credit hours

Prerequisite: Permission of instructor. Theories and practice of reviewing and criticism in the mass media. Overview of current trends in film, theatre, music, books, and other entertainment media. Practice in critical and analytical writing.

JOUR 4440 - Advanced Reporting
3 credit hours

Prerequisite: JOUR 3090. Advanced theory and practice in news reporting, emphasis on coverage of governmental affairs and other public affairs-related assignments, including an introduction to interpretive and investigative reporting techniques.

JOUR 4660 - Scientific Approaches to Media
3 credit hours

Prerequisite: Junior standing. Provides a critical overview of the historical, intellectual, and theoretical foundations of scientific inquiry with specific emphasis on quantitative research methods. Introduces major theories and methods of scientific inquiry in the field of communication including psychological and sociological perspectives, survey research, content analysis, experiments, observational research, and statistical analysis. Explores audience analysis, media effects, message testing, campaign evaluation, political communication, public opinion, and new media technologies.

JOUR 4670 - Cultural Approaches to Media
3 credit hours

Provides a critical overview of the historical, intellectual, and theoretical foundations of cultural studies with specific emphasis on research methods. Explores popular culture, comparative media systems, global media flows, and new media technologies, among other topics pertinent to media and journalism.

JOUR 4700 - Mass Media and National Security
3 credit hours

Prerequisite: Junior/Senior standing or permission of instructor. Examines the role of the mass media in maintaining national security. Topics include history, legal, and operational concerns from both media and the government perspectives. Discusses the tension between maintaining national security and American traditions of civil liberties and the role of both the media and government in these discussions.

JOUR 4780 - Media and Markets
3 credit hours

Prerequisite: Junior standing. Approaches to understanding media audiences. Examines tensions between the business and public functions of media, and social and ethical conflicts related to media marketing.

JOUR 4790 - Global News and World Media Cultures
3 credit hours

(Same as EMC 4790.) Prerequisite: Junior standing. Systems and philosophies associated with gathering international news and news coverage in different regions. Looks at global communication systems and ownership; examines how cultures shape news and the role of the individual in reporting news internationally. Includes discussion of development issues and role of global advertising and public relations.

JOUR 4800 - Seminar in Media Issues
3 credit hours

Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media, including their relationships to each other and to government, advertisers, consumers, and other publics. May be repeated up to 6 credits.

**JOUR 4810 - Global Comparative Media Systems
3 credit hours**

(Same as EMC 4810.) A close comparative study of chosen media systems in regions of the world. Examines print, broadcast, entertainment, and new media in Western and Eastern Europe, Asia and the Pacific Rim Region, the Middle East, Africa, and the Americas. Media interactions with an influence on the geographic, demographic, linguistic, cultural, economic, and political structures of countries.

**JOUR 4820 - Race, Gender, and Class in Media
3 credit hours**

(Same as EMC 4820.) Prerequisite: Junior or senior standing or permission of instructor. Critical examination of diversity in mass communication with particular emphasis on media representations of race, gender, and class. Also examines audience interpretations of media texts.

**JOUR 4850 - Ethics and Mass Communication
3 credit hours**

(Same as EMC 4850.) Prerequisite: Junior standing. Examination of ethical concerns of media practitioners illuminated by study of selected current ethical issues and an overview of the cultural and philosophical basis of socially responsive mass media.

**JOUR 4880 - Professional Development
1 credit hour**

Prerequisite: Senior status. Issues faced by graduates upon entering the professional world or graduate school. Topics include preparation of the professional portfolio, the resume and cover letter, post-graduate study, and professional advancement. Should be completed by majors in the School of Journalism in either of their last two semesters prior to graduation.

**JOUR 4900 - Independent Study In Mass
Communication
1 to 3 credit hours**

Prerequisite: Permission of instructor. Independent study projects or research related to media issues or professions.

**JOUR 4910 - Research in Media Issues
3 credit hours**

Students work on developing good writing skills while conducting original research in their areas of interest. Students will critique each other's writing in a peer-workshop environment, as they edit and revise their

own writing--building to a journal-quality research paper presented to the class in a conference-like setting.

Public Relations

**PR 2040 - Public Relations Principles
3 credit hours**

Introduces the practice of public relations, including its fundamental concepts and theories, historical development, and current issues.

NOTE: This was formerly PR 3040.

**PR 3360 - Strategic Communication Writing for
Public Relations
3 credit hours**

Prerequisites: JOUR 2710 and PR 2040. Techniques of creating and writing strategic messages, including the planning and development of components for strategic communication campaigns for corporate, public service, and other persuasive messages.

**PR 3380 - Public Relations Publications
3 credit hours**

Prerequisites: Admission to candidacy; VCOM 2950. Effective print-design techniques with emphasis on organizational publications.

**PR 3400 - Case Studies in Public Relations
3 credit hours**

Prerequisite: PR 2040. Practical methods of handling problems in public relations with emphasis on fact-finding, planning, promoting, and evaluating.

**PR 3520 - Special Topics in Professional Issues
3 credit hours**

(Same as JOUR/ADV/VCOM 3520.)

Prerequisite: JOUR 3090 or JOUR 3430 or PR 2040. Special topics in journalism, advertising, public relations, and visual communication focusing on practical applications. Topics change each semester and have included investigative, environmental, sports, and political reporting; visual editing; international public relations; and advertising account management. May be repeated up to 6 credits.

**PR 4720 - Crisis Communication in Public
Relations
3 credit hours**

Prerequisite: PR 2040 or permission of School of Journalism. Examines crisis communication theories, management, strategies, tactics, and cases while developing practical skills useful in crisis situations.

PR 4740 - Public Relations Campaigns**3 credit hours**

Prerequisites: JOUR 3660, PR 3360, and PR 3380 or VCOM 2950; junior standing. Researching and planning public relations campaigns. An opportunity for senior-level students to synthesize and apply knowledge and skills from previous courses.

Visual Communication**VCOM 2010 - Introduction to Visual Communication****3 credit hours**

Overview of concepts for effective visual communication; the role of visual elements and design practices in a cultural, historical, and political context; basic typography and design, electronic and digital composition and reproduction, and technological aspects of design and production.

VCOM 2950 - Visual Communication Applications
3 credit hours

Introduction to software applications used in publication media design, related hardware and peripheral components applicable to publication design, and electronic publishing procedures.

VCOM 3520 - Special Topics in Professional Issues**3 credit hours**

(Same as ADV/JOUR/PR 3520.) Prerequisite: VCOM 2010 or JOUR 3090 or JOUR 3430. Special topics in journalism, advertising, public relations, and visual communication focusing on practical applications. Topics change each semester and have included investigative, environmental, sports, and political reporting; visual editing; international public relations; and advertising account management. May be repeated up to 6 credits.

VCOM 3810 - History of Visual Communication
3 credit hours

Explores various creative and critical dialogues between principles and practices, movements and paradigms, art, science, and technology relating specifically to journalism and visual media from the printed to the digital.

VCOM 3920 - Information Web Design
3 credit hours

Prerequisite: VCOM 2950. Introduces software,

design principles, and technology used for communicating concepts, information and narratives through websites and digital media. Overview of social, political, copyright, and ethical issues involving websites, digital and social media. Combined lecture/lab.

VCOM 3930 - Visual Storytelling for Journalism
3 credit hours

Prerequisites: JOUR 2710, VCOM 2010, and VCOM 2950 or permission of instructor. Design process and production methods for communicating concepts, information, and narratives through the use of visual elements in print, Web, and digital media. Develops skill sets of typographic language and design, photography selection and use, illustration techniques and intermediate layout design for the purpose of visual storytelling in the form of such projects as editorial layout in digital and print formats, ad campaigns, and logo design. Combined lecture/lab.

VCOM 3950 - Digital Storytelling for Journalism
3 credit hours

Prerequisite: VCOM 3930. Advanced practice in communicating concepts, information, and narratives through the use of websites and digital media. Topics include contemporary practices and use of code and software for online and digital media production, combined with in-depth discussion of social, political, copyright, and ethical issues pertaining to websites and digital and social media. Combined lecture/lab.

VCOM 4010 - Information Design
3 credit hours

Prerequisite: VCOM 3930. Principles and practices of publication design and production with emphasis on newsletters, magazines, newspapers, and contemporary formats; use of traditional and electronic information services as a resource; selection and use of photographs and illustrations for publication; preparation of design for print, electronic, or multimedia publication.

VCOM 4180 - Senior Portfolio
3 credit hours

Prerequisites: VCOM 3920, VCOM 3930, and VCOM 3950. Capstone class in the VCOM concentration. Students revise and create print and digital designs for the purpose of professional portfolio presentation. Professional topics are discussed, including creative strategies, legal and copyright issues and client relations.

Media Arts

Billy Pittard, Chair

Barr, Bowen, Chilsen, Elliott, Gomez, Gordon, Heigle, Heinrich, Hendrick, Jimison, Kalwinsky, McNulty, Neff, O'Neill, Sultan, Trundle

The purpose of the Department of Media Arts is to prepare students to work in all forms of digital or electronic media. Bachelor of Science degrees are offered in Video and Film Production, Animation, and Mass Communication with concentrations in New Media Communication, Media Management, and Photography.

Minors are available in Video and Film, Animation, Interactive Media, Photography, and Media Management. Students may not minor in any program that shares the same degree as their major.

Media Arts strives to provide hands-on learning experiences whenever possible. Facilities include an equipment checkout system for students with a variety of cameras and field production equipment; a 40-foot mobile television production lab; three production studios including a 3,000 square foot TV/film studio and a robotic TV studio with virtual sets; video editing facilities; an animation lab; traditional and digital photography facilities, two photographic studios, a student photo gallery; a student-run TV station; and a student-run FM radio station. The Baldwin Photographic Gallery resides in the department and exhibits the works of renowned photographers, students, and faculty.

The department offers a variety of extracurricular opportunities for all of its students including industry-specific student organizations and a unique varsity team for live television production.

Students majoring in any of the Media Arts programs must earn a C (2.00) or better in each course taken in the College of Media and Entertainment in order to graduate. Total university credit for practicum and internship courses cannot exceed six hours.

All Media Arts programs require admission to candidacy upon completion of 45 semester hours of university-level coursework. Specific requirements are listed by program. Most upper-division courses in the department have admission to Media Arts candidacy as a prerequisite.

Transfer Credit

The Department of Media Arts will accept no more than 12 semester hours of transfer credit toward either a major and/or minor in the department. This is a maximum number of credits that will be accepted and does not constitute a guarantee that each student desiring to transfer up to 12 semester hours into the program will be granted credit for all transfer hours. Each case will be judged on an individual basis.

Transfer credit will normally be granted for theory/concept/media-history courses such as American Media and Social Institutions. Other courses that will normally be accepted include survey courses such as introduction to mass communication and media writing courses.

On a case-by-case basis, a production course may be accepted as an elective if the student earned a B or better in the course. Also on a case-by-case basis, requests for substitution of a required course may be accepted if there is clear evidence that the transferred course is equivalent to the required course.

Further information on departmental procedures for awarding transfer credit is available from the department.

Honors College

The Department of Media Arts periodically offers the following courses in Honors:

- EMC 1020
- EMC 2120
- EMC 2410
- EMC 4250
- EMC 4800

See Honors College for more information.

Animation Minor

The Animation minor requires the completion of 15 credit hours.

Required (12 hours)

- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**
- ANIM 2300 - Introduction to Digital Animation **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

Elective (3 hours)

Choose one:

- ANIM 3040 - Motion Graphics I **3 credit hours**
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- ANIM 3330 - Animation and Rigging **3 credit hours**

Animation, B.S.

Department of Media Arts

615-898-5628

Kevin McNulty, program coordinator

Kevin.Mcnulty@mtsu.edu

The **Animation** major is designed for those who wish to work professionally in animation and/or imaging, including character animation, video games, motion graphics, visual effects, simulation and visualization, and image manipulation. This program blends theoretical and hands-on approaches to traditional and digital animation. Students are encouraged to complete their education with internships in professional settings.

The major requires a minor in Art as described below.

NOTE: *Students must earn a C (2.00) or better in each course in the college in order to graduate.*

Admission to Candidacy

To be admitted to candidacy in **Animation**, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following *pre-candidacy* courses:
EMC 1020/JOUR 1020/RIM 1020
ART 1610
ART 1620
EMC 2120
ANIM 1300
ANIM 2300
PHOT 1050/EMC 1050
3. Math course satisfying General Education requirements.
4. Minimum overall GPA in pre-candidacy and Math coursework of 2.50.
5. Candidacy score using the following criteria
 - a. Overall Pre-Candidacy and Math courses GPA x 10 (40 points)
 - b. Portfolio Review based on work from classes and personal (60 points)
 1. Traditional Art (drawing, painting, sculpture, photography, design, other)
 2. Still Digital Art (digital)
 3. Animation (2D, 3D, stop motion, other)
 4. Other
 - c. Candidacy scores will be calculated using the following formula:
 1. (Overall Pre-Candidacy and Math courses GPA x 10) + Portfolio Scoring Sheet = 100 points
 2. 40 points + 60 Points = 100 points
6. Candidacy will be granted to students earning a score of 90 or better. A limited number of additional students may be admitted each semester based upon admissions score and available resources.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Animation, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (48 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**

Animation Requirements (39 hours)

- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**
- ANIM 2300 - Introduction to Digital Animation **3 credit hours** *
**Must be taken no later than first semester of the sophomore year*
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- ANIM 3320 - Introduction to Digital Compositing **3 credit hours**
- ANIM 3330 - Animation and Rigging **3 credit hours**
- ANIM 4310 - Animation and Performance **3 credit hours**
- ANIM 4400 - Animation Seminar I **3 credit hours**
- ANIM 4410 - Animation Seminar II **3 credit hours**
- Mass comm elective **3 credit hours**
- ANIM 3040 - Motion Graphics I **3 credit hours** OR
- EMC 3040 - Motion Graphics I **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2130 - Single Cam I **3 credit hours**
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

Art Minor (18 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- ART 1630 - Three-Dimensional Design **3 credit hours**
- ART 1640 - Drawing II **3 credit hours**

- Art elective **3 credit hours**
- Art upper-division elective **3 credit hours**

Computer Literacy Requirement (3-4 hours)

- CSCI 1150 - Computer Orientation **3 credit hours** OR
- CSCI 1160 - Introduction to Computing: A Multimedia Approach **4 credit hours**

Electives (9-13 hours)

- Depending on General Education Social/Behavioral Sciences course selection

Total hours in program: 120

Curriculum: Animation

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours** (satisfying General Education requirements)
- ART 1610 - Two-Dimensional Design **3 credit hours**
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement

Subtotal: 15 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- CSCI 1150 - Computer Orientation **3 credit hours** (recommended) OR
- CSCI 1160 - Introduction to Computing: A Multimedia Approach **4 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- ART 1630 - Three-Dimensional Design **3 credit hours**
- ANIM 2300 - Introduction to Digital Animation **3 credit hours**

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- Elective or Soc/Beh Sci **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- ART 1640 - Drawing II **3 credit hours**
- EMC 2130 - Single Cam I **3 credit hours**
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**
- ANIM 3320 - Introduction to Digital Compositing **3 credit hours**
- ANIM 3330 - Animation and Rigging **3 credit hours**
- ART elective **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- ANIM 3040 - Motion Graphics I **3 credit hours** OR
- EMC 3040 - Motion Graphics I **3 credit hours**
- ANIM 4310 - Animation and Performance **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Upper-division ART elective **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- ANIM 4400 - Animation Seminar I **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences **4 credit hours**
- Media Arts elective **3 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Senior Spring

- ANIM 4410 - Animation Seminar II **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Electives **4 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 13 Hours

Interactive Media Minor

The Interactive Media minor requires the completion of 15 credit hours.

Required (12 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- EMC 3060 - Writing for Interactive Experiences **3 credit hours**
- EMC 3460 - Media and Messages **3 credit hours**

Elective (3 hours)

Choose one:

- EMC 4250 - Mass Media Law **3 credit hours**
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**

Mass Communication, Media Management, B.S.

Department of Media Arts
615-898-5628

Dr. Roger Heinrich, program coordinator
Roger.Heinrich@mtsu.edu

The **Media Management** concentration offers preparation for work in behind-the-scenes areas of media operations such as broadcasting, distribution, production, management, marketing, and sales. The program combines business and creative aspects of media, and blends theoretical and hands-on approaches to education. Used for instruction are a 40-foot mobile video production lab, post-production facilities, and cross-platform media experiences in the Center for Innovation in Media. Students are encouraged to complete their education with internships in professional settings.

NOTE: Students must earn a C (2.00) or better in each course in the college in order to graduate.

Admission to Candidacy

To be admitted to candidacy in the **Media Management** program, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
EMC 3020, EMC 3060, or JOUR 2710
ENGL 1010 and ENGL 1020
EMC 2410
EMC 2120
3. Minimum overall GPA in all college coursework of 2.50.
4. Math course satisfying General Education requirements.

Academic Map

Following is a printable, suggested four-year schedule of courses
Mass Communication, Media Management, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements include Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Major Requirements (36 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Media Management Requirements (27 hours)

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2410 - Networks Then and Now **3 credit hours**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- Mass Comm upper-division electives **6 credit hours**

Minor (15-18 hours)

Electives (25-28 hours)

Total hours in program: 120

Curriculum: Mass Communication, Media Management

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories

Freshman

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2410 - Networks Then and Now **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- EMC elective **3 credit hours**
- Soc/Beh Sci or elective **3 credit hours**
- Minor **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 32 hours

Junior

- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- Minor **6 credit hours**
- Electives **15 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Subtotal: 30 hours

Senior

- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- Minor **9 credit hours**
- Electives **7 credit hours**
- EMC elective **3 credit hours**

Subtotal: 28 hours

Mass Communication, New Media Communication, B.S.

Department of Media Arts
Dr. Stephanie Dean
(615) 904-8465
stephanie.dean@mtsu.edu

The **New Media Communication** program focuses on interactive and new media content. This interdisciplinary program combines the use of text, images, video, sound, graphics, and interactivity to communicate through a variety of ever-changing digital platforms such as social media, apps, and games. The curriculum includes content creation, strategy, measurement, and management in a blend of theoretical and hands-on approaches. The curriculum culminates with a senior capstone course and an internship in a professional setting.

NOTE: Students must earn a C (2.00) or better in each course in the college in order to graduate.

NOTE: Pending final approval, this concentration will become a standalone Bachelor of Science in Interactive Media effective Fall 2017.

Admission to Candidacy

To be admitted to candidacy in the **New Media Communication** program, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/RIM 1020/JOUR 1020
ENGL 1010 and ENGL 1020
EMC 2500
EMC 3060
3. Minimum overall GPA in all coursework of 2.50.
4. Math course satisfying General Education requirements.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Mass Communication, New Media Communication, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (36 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement
- EMC 3060 - Writing for Interactive Experiences **3 credit hours**

- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours** OR
- RIM 3700 - Copyright Law **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

New Media Communication Requirements (24 hours)

- EMC 2030 - Visual Journalism Production **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- EMC 2130 - Single Cam I **3 credit hours** OR
- EMC 3210 - New Media Video Applications **3 credit hours**
- EMC 3070 - Introduction to Social Media Practice **3 credit hours**
- EMC 3460 - Media and Messages **3 credit hours**
- EMC 4000 - Media Internship **1 to 3 credit hours (3 credit hours required)**
- EMC 4460 - New Media Capstone **3 credit hours (3 credit hours required)**
- EMC 4800 - Seminar in Media Issues **3 credit hours** OR
- EMC 4950 - Advanced Seminar-New Media **3 credit hours** OR
- JOUR 4800 - Seminar in Media Issues **3 credit hours**

Management/Marketing/Entrepreneurship Requirement (3 hours)

Choose one:

- ENTR 2900 - Entrepreneurship **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**

Minor (15-18 hours)

Electives (25-28 hours)

Total hours in program: 120

Curriculum: Mass Communication, New Media Communication

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Freshman

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor **3 credit hours**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
(*May count as Social/Behavioral Sciences requirement*)

Subtotal: 30 credit hours

Sophomore

- EMC 2030 - Visual Journalism Production **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- EMC 2130 - Single Cam I **3 credit hours** OR
- EMC 3210 - New Media Video Applications **3 credit hours**
- EMC 3060 - Writing for Interactive Experiences **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Minor or elective courses **9 credit hours**
- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)

Subtotal: 32 credit hours

Junior

- EMC 3070 - Introduction to Social Media Practice **3 credit hours**
- EMC 3460 - Media and Messages **3 credit hours**
- Elective or minor courses **15 credit hours**
- Soc/Beh Sci or elective **3 credit hours**
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- RIM 3700 - Copyright Law **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Senior

- EMC 4000 - Media Internship **1 to 3 credit hours (3 credit hours required)**
- EMC 4460 - New Media Capstone **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours** OR
- MKT 3820 - Principles of Marketing **3 credit hours** OR

- ENTR 2900 - Entrepreneurship **3 credit hours**
- Elective or minor courses **16 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours** OR
- EMC 4950 - Advanced Seminar-New Media **3 credit hours**

Subtotal: 28 Hours

Mass Communication, Photography Concentration, B.S.

Department of Media Arts
615-898-5628

Jonathan Trundle, program coordinator
Jonathan.Trundle@mtsu.edu

The **Photography** program integrates technical competence and visual awareness. Experiences promote personal and professional growth toward careers in commercial photography, creative photography, and photojournalism.

NOTE: Students must earn a C (2.00) or better in each course in the college in order to graduate.

Admission to Candidacy

To be admitted to candidacy in the **Photography** concentration, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020 / RIM 1020 / JOUR 1020
EMC 3020, EMC 3060, JOUR 2710
ENGL 1010 and ENGL 1020
3. Minimum 2.50 GPA in PHOT 2050, PHOT 3040, and PHOT 3110.
4. Minimum overall GPA in all college coursework of 2.50.
5. Math course satisfying General Education requirements.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Mass Communication, Photography, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (43 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
(*May count as Social/Behavioral Sciences requirement*)
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**

Photography Concentration (34 hours)

- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- PHOT 3120 - Intermediate Photography II **3 credit hours**
- PHOT 3810 - Color Photo Communication I **3 credit hours**
- PHOT 4040 - Color Photo Communication II **3 credit hours**
- PHOT 4280 - Editorial Photography **3 credit hours**
- EMC 3200 - Still Digital Imaging **3 credit hours** OR
- PHOT 3200 - Still Digital Imaging **3 credit hours**
- EMC 4060 - Photojournalism **3 credit hours** OR
- PHOT 4060 - Photojournalism **3 credit hours**

Photography Electives (4-12 hours)

Choose at least 4 credit hours; total number of credit hours not to exceed 12 hours.

- EMC 4800 - Seminar in Media Issues **3 credit hours** *
**Requires approval form*
- EMC 4900 - Independent Problems in Mass Communication **1 to 3 credit hours**
- EMC 4910 - Advanced Seminar-Digital Imaging **3 credit hours**
- PHOT 3580 - Photography Practicum **1 to 3 credit hours**
- PHOT 4000 - Photography Internship **1 to 3 credit hours**
- PHOT 4270 - Photo Illustration **3 credit hours**
- PHOT 4290 - Documentary Photography **3 credit hours**

Auxiliary Major Requirement (3 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**

Minor (15-18 hours)

Electives (15-18 hours)

Total hours in program: 120

Recommended Curriculum: Mass Communication, Photography

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Mathematics **3 credit hours**

- ART 1610 - Two-Dimensional Design **3 credit hours** (required)
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Natural Sciences (2 rubrics) **8 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- PHOT elective **1-3 credit hours**
- Minor **3 credit hours**
- Elective **3 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3120 - Intermediate Photography II **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours** OR
- EMC 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 30-32 Hours

Junior

- PHOT 3200 - Still Digital Imaging **3 credit hours** OR
- EMC 3200 - Still Digital Imaging **3 credit hours**
- PHOT 3810 - Color Photo Communication I **3 credit hours**
- PHOT 4040 - Color Photo Communication II **3 credit hours**
- Minor **6 credit hours**
- Minor/Elective **3 credit hours**
- Soc/Beh Sci or elective **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Senior

- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**
- PHOT 4060 - Photojournalism **3 credit hours**
- PHOT 4280 - Editorial Photography **3 credit hours**
- Electives **12 credit hours**
- PHOT electives **3 credit hours**
- Minor **6 credit hours**

Subtotal: 30 Hours

Media Management Minor

The Media Management minor requires the completion of 15 credit hours.

Required (12 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- EMC 2410 - Networks Then and Now **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Elective (3 hours)

Choose one:

- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**

Photography Minor

The Photography minor requires 18 hours.

Required (18 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- PHOT 3200 - Still Digital Imaging **3 credit hours**

Video and Film Minor

The Video and Film minor requires the completion of 18 credit hours.

Required (15 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- EMC 1060 - Basic Video Production **3 credit hours**

- EMC 1080 - Post-Production I **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours**

Elective (3 hours)

- EMC 2410 - Networks Then and Now **3 credit hours**
- EMC 3000 - Films and Filmmakers **3 credit hours**
- EMC 4500 - International Cinema **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**

Video and Film Production, B.S.

Department of Media Arts
615-898-5862

Robert Gordon, program coordinator
Robert.Gordon@mtsu.edu

The **Video and Film Production** program offers a combination of filmmaking, video production, and live television production. Students are able to specialize in these aspects by their choices of required course options. Overall, the program blends theoretical and hands-on approaches to media production. Used for instruction are three production studios including a 3,000 square foot TV/film studio and a robotic TV studio with virtual sets; video editing facilities; an equipment checkout system for students that includes a variety of cameras and field production equipment; a 40-foot mobile television production lab; a student-run FM radio station, and a student-run TV station.

The department supports several industry-specific student organizations that provide meaningful extracurricular opportunities for its video and film production students. The department also features a varsity team for live television production that produces live broadcasts of athletic events, concerts, awards shows, and more. These opportunities are available to all students regarding of classification.

NOTE: Students must earn a C (2.00) or better in each course in the college in order to graduate.

Admission to Candidacy

To be admitted to candidacy in the **Video and Film Production** program, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
ENGL 1010 and ENGL 1020
EMC 2410
EMC 2130 and EMC 2131 (NOTE: EMC 1080 is a prerequisite for EMC 2130.)
3. Minimum overall GPA in all college coursework of 2.50.
4. Math course satisfying General Education requirements.

Academic Map

Following is a printable, suggested four-year schedule of courses:
Video and Film Production, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (36 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement

- EMC 3020 - Screenwriting I **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Video and Film Production Requirements (27 hours)

- EMC 1080 - Post-Production I **3 credit hours**
- EMC 2410 - Networks Then and Now **3 credit hours**
- EMC 2130 - Single Cam I **3 credit hours**
- EMC 2131 - Multi Cam I **3 credit hours**
- EMC 3000 - Films and Filmmakers **3 credit hours**
- EMC 3140 - Multi Cam II **3 credit hours** OR
- EMC 3150 - Single Cam II **3 credit hours**
- Media and Entertainment upper-division (non pass/fail) electives **3 credit hours**

Choose two:

- EMC 4130 - Post Production II **3 credit hours**
- EMC 4150 - Video Series Production **3 credit hours**
- EMC 4940 - Advanced Seminar-Electronic Media Production **3 credit hours**

Minor (15-18 hours)

Electives (25-28 hours)

Total hours in program: 120

Curriculum: Video and Film Production

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Freshman

- EMC 1080 - Post-Production I **3 credit hours**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement
- Mathematics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Elective **3 credit hours**

Subtotal: 30 hours

Sophomore

- Minor **6 credit hours**
- Soc/Beh Sci or elective **3 credit hours**
- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- EMC 2130 - Single Cam I **3 credit hours**
- EMC 2131 - Multi Cam I **3 credit hours**
- EMC 2410 - Networks Then and Now **3 credit hours**
- EMC 3020 - Screenwriting I **3 credit hours**
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 hours

Junior

- EMC 3140 - Multi Cam II **3 credit hours** OR
- EMC 3150 - Single Cam II **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**
- EMC 3000 - Films and Filmmakers **3 credit hours**
- EMC upper-division elective (non-pass/fail) **3 credit hours**
- Natural Science (2 rubrics) **8 credit hours**
- Minor **6 credit hours**
- Electives **6 credit hours**

Subtotal: 30 hours

Senior

- EMC advanced production requirement **6 credit hours**
- Minor **3 credit hours**
- Minor/elective **3 credit hours**
- Electives (internship recommended) **7 credit hours**
- Electives (ME/general) **9 credit hours**

Subtotal: 28 hours

Animation

ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**

Prerequisite: Animation majors/minors only; others, permission of instructor.

Introduces traditional techniques and history of animation. Explores production from planning to execution. Topics include history, story, storyboarding, timing, 2D animation techniques, and stop-motion animation techniques.

Three-hour lecture plus up to three-lab per week.

ANIM 2300 - Introduction to Digital Animation **3 credit hours**

Prerequisite: ART 1610 or ART 1620. Animation majors/minors only; others permission of instructor. Two- and three-dimensional computer graphics and animation. Emphasis on the aesthetics and techniques for building, lighting, texturing, animating, and rendering of three-dimensional models to be used in designing and producing three-dimensional computer-generated animations. Includes a broad survey of the process and techniques involved with creating digital media quality three-dimensional animations and techniques and aesthetics incorporated into traditional methods of animations for contrast and comparison.

Must be taken no later than first semester of the sophomore year.

Three-hour lecture plus up to three-hour lab per week.

Formerly ANIM 3300

ANIM 3040 - Motion Graphics I **3 credit hours**

(Same as EMC 3040.) Prerequisites: Admission to candidacy and EMC 1050 with minimum grade of C or permission of instructor.

Aesthetics, principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet. Emphasizes freedom of expression while respecting diversity of media audiences.

Three-hour lecture plus up to three-hour lab per week.

ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**

Prerequisite: ANIM 2300 with minimum grade of C. Continuation of ANIM 2300 for the development of two- and three-dimensional computer graphics and animation. Further understanding of aesthetics and techniques for building, lighting, texturing, and rendering of three-dimensional models to be used in

designing and producing three-dimensional computer-generated animations. Introduces the creation and modification of customized lighting models and techniques involved in the compositing of live-action, sound, and computer-generated images.

Three-hour lecture plus up to three-hour lab per week.

ANIM 3320 - Introduction to Digital Compositing **3 credit hours**

Prerequisites: ART 1610 and CSCI 1150, CSCI 1160, or CSCI 1170 with minimum grade of C

History, techniques, and applications of compositing in the areas of film, video, and multimedia production. Broad survey of process and techniques involved with creating composites. Techniques and aesthetics incorporated into traditional methods of compositing for contrast and comparison. Frequent review and discussion of current work from industry will occur in the form of media presentations.

Three-hour lecture plus up to three-hour lab per week.

ANIM 3330 - Animation and Rigging **3 credit hours**

Prerequisite: ANIM 2300.

The development of two- and three-dimensional computer graphics and animation. Further understanding of the aesthetics and techniques for organic modeling, rigging, and animation. Offers greater understanding of complete animation production, principles, and methods.

Three-hour lecture plus up to three-hour lab per week.

Formerly ANIM 4300

ANIM 4040 - Motion Graphics II **3 credit hours**

(Same as EMC 4040.) Prerequisite: ANIM 3040.

Aesthetics, advanced principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet.

Emphasizes freedom of expression while respecting diversity of media audiences.

Three-hour lecture plus up to three-hour lab per week.

ANIM 4310 - Animation and Performance **3 credit hours**

Prerequisites: ANIM 3310 and ANIM 3330.

Continuation of ANIM 3330 for the development of three-dimensional computer graphics and animation.

Further understanding of the aesthetics and techniques for creating animation for film, television, games, motion graphics, and VFX. Serves as additional preparation for the required senior capstone courses and offers greater understanding of

advanced character animation production, organic modeling, and rigging.
Three-hour lecture plus up to three-hour lab per week.

ANIM 4400 - Animation Seminar I
3 credit hours

Prerequisites: Senior standing; ANIM 4310.
Part one of two senior capstone courses for animation students. Students will create an original animated short film from concept to production. Emphasis placed on story. Instruction on career planning and self promotion also covered.
Three-hour lecture plus up to three-hour lab per week.

ANIM 4410 - Animation Seminar II
3 credit hours

Prerequisite: ANIM 4400.
Part two of two capstone courses for animation students. Students continue work on original animated short film and see it through to completion. At the end of the course, students submit completed films to various film and animation festivals around the world. Additional instruction on career planning and self-promotion covered.
Three-hour lecture plus up to three-hour lab per week.

Electronic Media Communication

EMC 1020 - American Media and Social Institutions
3 credit hours

(Same as JOUR 1020/RIM 1020.)
The power of the mass media and its effect on social institutions and practices. Develops skills of qualitative and quantitative social science research in the area of mass communication processes; examines media as social, cultural, and economic institutions that shape the values of American society, its political dialogues, its social practices, and institutions.

EMC 1050 - Basic Digital Photography and Imaging
3 credit hours

(Same as PHOT 1050.)
Introduces simple and multiple image photography, principles, methods, theory, and practice for both Photography majors and non-Photography majors. Explores digital camera anatomy, operating, and handling while discussing proper in-camera exposure, metering, focusing, shutter speeds, apertures, depth of field, and camera accessories. Basic principles of lighting, design, and image composition discussed.

Digital darkroom techniques and image manipulation using tool such as Photoshop included. Emphasis placed on the DSLR (digital single lens reflex) camera. Students responsible for providing a DSLR camera for the class. Must have working knowledge of the Macintosh computer system.
Three-hour lecture plus up to three-hour lab per week.

EMC 1060 - Basic Video Production
3 credit hours

Focuses on the basics of creating videos by shooting good video, recording good audio, editing raw footage into a coherent story or presentation, and sharing finished videos. Exposes students to camera, lighting, composition, sound, graphics, perspective, movement, and other tools of the motion picture language. Students must provide their own video cameras (smartphones acceptable), computers for editing videos, video editing software (iMovie, Windows Movie maker, or better), and lavalier microphones that work with the cameras.

EMC 1080 - Post-Production I
3 credit hours

Explores non-linear editing techniques and practices, as well as the history and theory of film/video editing. Topics include post-production workflow, video formats and compression, narrative and documentary storytelling, exporting, sound design, color correction, multicam editing, and motion graphics. Three hours per week combined lecture/lab.

EMC 2030 - Visual Journalism Production
3 credit hours

Prerequisites: EMC/JOUR 1020 and permission of department.
Students shown how to gather information with words and pictures for the field of visual journalism by completing photojournalism assignments, producing images with still and video cameras, writing cutlines and voiceovers for images, producing images, using computer software to edit images and sound, and creating presentations for print and online media.
Three-hour lecture plus up to three-hour lab per week.

EMC 2120 - Sight, Sound, and Motion
3 credit hours

Prerequisites: EMC 1020 and writing competency.
Animation majors/minors and media management students only; others, permission of instructor.
Production elements and technology of the electronic media industry. Creative conceptualizations; elements

of composition, the production process included. Basic visual and aural technology demonstrated.

EMC 2130 - Single Cam I
3 credit hours

Prerequisite: EMC 1080 or permission of department
Technical, operational, and creative basics of single camera production. Focuses on skills used in producing, directing, and production management. Incorporates equipment applications including videography, lighting, and field audio. Three-hour lecture plus up to three-hour lab per week.

EMC 2131 - Multi Cam I
3 credit hours

Prerequisites: EMC 1080.
Technical and creative elements of multi camera video production. Experience gained through lecture and lab assignments in producing, directing, crew positions, and studio layout. Three-hour lecture plus up to three-hour lab per week.

EMC 2410 - Networks Then and Now
3 credit hours

Organization, structure and function, historical development, and social aspects. Designed to give the major, as well as the nonmajor, a general working knowledge of television networks.

EMC 2500 - Survey of New Media Communication
3 credit hours

Prerequisite: EMC 1020/JOUR 1020. An overview of systems and methods of new media message delivery. Explores cultural, social, ethical, historical, and legal challenges of new media.

EMC 3000 - Films and Filmmakers
3 credit hours

Prerequisite: Upper-division standing.
The development and role of motion pictures in America, including the history of films and filmmakers, the development of film technique and genres, and the role of films in culture and society.

EMC 3020 - Screenwriting I
3 credit hours

Prerequisite: Media Arts major or permission of instructor
Techniques of creating and writing for film and video production in both the studio and field environment. Integrates writing for visual impact and audio/integration of sound and examines formatting

needs of varying non-fiction and fiction story platforms for screen-based media.

EMC 3030 - Electronic Media Advertising
3 credit hours

Prerequisite: EMC 2410.
Principles, techniques, and methods of electronic media advertising including commercial story boards and copywriting.
Usually offered Fall only

EMC 3040 - Motion Graphics I
3 credit hours

(Same as ANIM 3040.) Prerequisites: Admission to candidacy and EMC 1050 or permission of instructor. Aesthetics, principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet. Emphasizes freedom of expression while respecting diversity of media audiences. Three-hour lecture plus up to three-hour lab per week.

EMC 3060 - Writing for Interactive Experiences
3 credit hours

Prerequisites: JOUR 1020/EMC 1020 and EMC 2500 (may not be taken concurrently) or permission of instructor.
Introduces fundamental principles of writing for interactive experience for specific audiences. Encourages students to explore content development; looks at creation of meaning in interactive media while providing skills in content development.

EMC 3070 - Introduction to Social Media Practice
3 credit hours

(Same as JOUR 3070.) Prerequisites: EMC 3060 and EMC 3460.
Introduces social media history, approaches, and practical application. Overview of social media usage within and on behalf of organizations and institutions through a practical analysis approach that focuses on the application of social media techniques.

EMC 3090 - Media Technology Seminar
3 credit hours

Prerequisite: Permission of department. Introduces various aspects of the technology of media-its production, distribution, and consumption. Topics may vary by semester offering. Can be repeated for up to 9 credit hours with different topics. Three hour lecture plus up to three-hour lab per week.

EMC 3110 - Radio Station Operations**3 credit hours**

Prerequisites: EMC 2410; instructor approval. Theory and techniques of sound production, recording, microphones, taping, and board equipment. Analysis of creative efforts and responsibilities in writing, production, and direction. Three-hour lecture plus up to three-hour lab per week.

EMC 3140 - Multi Cam II**3 credit hours**

Prerequisites: Admission to candidacy; EMC 2131. Focuses on the duties and responsibilities of the television studio director. Emphasis on actual production and directing of video material. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 3150 - Single Cam II**3 credit hours**

Prerequisites: Admission to candidacy; EMC 2130. Techniques of video field production. On-location shooting of features and mini-documentaries; editing techniques, coverage, lighting, sound, and graphics. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 3200 - Still Digital Imaging**3 credit hours**

(Same as PHOT 3200.) Prerequisites: Admission to candidacy; PHOT 2050 and instructor approval; must have some working knowledge of the Macintosh computer system. Computerization of traditional film images and use of digital cameras allows student to use different software programs to manipulate photographic images. Ethics and law discussed along with techniques and hands-on analysis of this new medium. Three-hour lecture plus up to three-hour lab per week.

EMC 3210 - New Media Video Applications**3 credit hours**

Prerequisite: EMC 2130 or permission of department. The application of video for online, mobile, and other new media delivery channels. Explores transformations inherent in the digital domain and the associated social and cultural ramifications. Students will create productions that reflect these concepts. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 3460 - Media and Messages**3 credit hours**

Prerequisites: EMC 2500 and EMC 3060. Analysis of communication objectives, audience needs, and appropriate media in solving communication problems. Involves theoretical and practical application of mass communication theories.

EMC 3510 - Mass Media and American Culture**3 credit hours**

(Same as JOUR 3510.) Prerequisite: Upper-division standing. Development of American journalism and the mass media from Colonial times to the present, including the role and influence of mass media on American culture, technical advances, and contributions of individual personalities.

EMC 3570 - Broadcast Announcing and Performance**3 credit hours**

(Same as JOUR 3570.) Prerequisite: Admission to candidacy. Responsibilities and skills required of the individual performer in preparing, announcing, and narrating of various types of materials for television and radio. Three-hour lecture plus up to three-hour lab per week.

EMC 3580 - Media Practicum**1 to 3 credit hours**

Prerequisites: Admission to candidacy; junior standing; permission of instructor. Practical experience in an on-campus mass communication setting within the College of Media and Entertainment. A minimum of 75 hours of work will be required for each hour of credit. Note: Total university credit for practicum and internship courses cannot exceed 6 credits.

EMC 3600 - Digital and Media Literacy**3 credit hours**

(Same as JOUR 3600). Prerequisite: EMC 1020/JOUR 1020/RIM 1020. Enables students to develop an informed and critical understanding of media messages and media culture as well as their social, cultural, and political contexts and implications. Students develop the critical thinking skills and methods of analysis necessary to interpret media content in a digital age. Offers ways to think critically about media as they relate to citizenship and democracy.

EMC 3650 - Free Expression, Mass Media, and the American Public

3 credit hours

(Same as JOUR 3650/RIM 3650.)

A general introduction to the issues surrounding free expression and its relationship to mass media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

EMC 4000 - Media Internship

1 to 3 credit hours

Prerequisites: Admission to candidacy; senior standing; permission of sequence internship coordinator or instructor.

Practical experience for advanced students in a professional setting. A minimum of 75 hours of work per credit hour plus other assignments is required.

Note: Total university credit for internship and practicum courses cannot exceed 6 credits. Pass/Fail. Can be repeated with different employer for one to three credits with permission of instructor.

EMC 4010 - Media Sales

3 credit hours

Prerequisite: EMC 2410.

Theories of marketing and selling the intangible products of the electronic media industries. The fundamentals of positioning, theory and use of ratings, and local, regional, and national buying and selling strategies presented.

Offered Spring only.

EMC 4020 - Screenwriting II

3 credit hours

Prerequisite: EMC 3020; permission of department for non-majors.

Techniques of creating and writing for film and video production in both the studio and field environment. Scriptwriting guidelines, character development, plot design, and creation of storylines for contemporary screen-based media with emphasis on television genre programs or film scripts. Writing of original scripts conforming to the genre with emphasis on longer form teleplays and film scripts.

EMC 4040 - Motion Graphics II

3 credit hours

(Same as ANIM 4040.) Prerequisite: ANIM 3040.

Aesthetics, advanced principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet.

Emphasizes freedom of expression while respecting diversity of media audiences.

Three-hour lecture plus up to three-hour lab per week.

EMC 4060 - Photojournalism

3 credit hours

(Same as PHOT 4060.) Prerequisites: Admission to candidacy; PHOT 3120 and PHOT 3810; EMC 3200/PHOT 3200; or consent of instructor.

Principles and practices of photography, including documentary, news and feature portraiture, photo stories, photo essays, and photo layout. Emphasis on newspaper assignments, participation in campus publications, portfolio editing and production, and internship preparation. SLR or DSLR camera required.

Three-hour lecture plus up to three-hour lab per week.

Normally offered Fall only

EMC 4130 - Post Production II

3 credit hours

Prerequisites: Admission to candidacy; EMC 1080 and EMC 2130.

Methods of editing for narrative and non-narrative forms of media along with theory. Hands-on exercises in class with exploration of color correction, motion, filters, text and audio editing for video and digital film.

Three-hour lecture plus up to three-hour lab per week.

EMC 4140 - Media Programming

3 credit hours

Prerequisite: EMC 2410.

Development of techniques, program organization, audience analysis, recording, and directing through projects. Provides practical conceptual knowledge of the problems and procedures followed in planning and producing programming.

EMC 4150 - Video Series Production

3 credit hours

Prerequisites: Admission to candidacy; EMC 3140 or permission of instructor.

Preparation and development of scripted and unscripted video programming; principles and aesthetics of production and directing.

Three-hour lecture plus up to three-hour lab per week

EMC 4210 - Mass Communication and Society

3 credit hours

(Same as JOUR 4210.) Prerequisite: Junior standing.

Theories of the process of mass communication, how media affect society, the evolution within a social and

cultural context, ethical and social dimensions.
Extensive reading in theory, history, and research.

EMC 4250 - Mass Media Law

3 credit hours

(Same as JOUR 4250.) Prerequisites: EMC 1020; junior standing. Examines legal guarantees and restrictions on the flow of information using the case study method. Focuses on libel, privacy, obscenity, and the special restrictions placed on advertising, broadcasting, cable television, and the Internet.

EMC 4430 - Media Management

3 credit hours

Prerequisites: Admission to candidacy; EMC 2410. An analysis of the problems involved in operating an electronic media facility including personnel, internal control systems, business ethics, community relations, sales, and promotion. Involves case study method.

EMC 4460 - New Media Capstone

3 credit hours

Prerequisites: Candidacy and EMC 3060. Solving communication problems through digital communication applications. Students use skills and concepts and apply them in the creation of a capstone project of their own design. Involves working with outside clients, forming media companies, and the production of mediated materials within a production company model.
Three-hour lecture plus up to three-hour lab per week.

EMC 4500 - International Cinema

3 credit hours

Explores how culture and the contours of history influence filmmaking. Illustrates how foreign filmmakers both emulate and challenge mainstream U.S. fare.

EMC 4660 - Scientific Approaches to Media

3 credit hours

Prerequisite: Junior standing. Provides a critical overview of the historical, intellectual, and theoretical foundations of scientific inquiry with specific emphasis on quantitative research methods. Introduces major theories and methods of scientific inquiry in the field of communication including psychological and sociological perspectives, survey research, content analysis, experiments, observational research, and statistical analysis. Explores audience analysis, media effects, message testing, campaign evaluation,

political communication, public opinion, and new media technologies.

EMC 4790 - Global News and World Media Cultures

3 credit hours

(Same as JOUR 4790.) Prerequisite: Junior standing. Systems and philosophies associated with gathering international news and news coverage in different regions. Looks at global communication systems and ownership; examines how cultures shape news and the role of the individual in reporting news internationally. Includes discussion of development issues and role of global advertising and public relations.

EMC 4800 - Seminar in Media Issues

3 credit hours

Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media including their relationships to each other and to government, advertisers, consumers, and other "publics." Can repeat for 6 hours with different topic.

EMC 4810 - Global Comparative Media Systems

3 credit hours

(Same as JOUR 4810.) Prerequisite: Permission of instructor and junior standing. A close comparative study of chosen media systems in regions of the world. Examines print, broadcast, entertainment, and new media in Western and Eastern Europe, Asia and the Pacific Rim Region, the Middle East, Africa, and the Americas. Media interactions with an influence on the geographic, demographic, linguistic, cultural, economic, and political structures of countries.

EMC 4820 - Race, Gender, and Class in Media

3 credit hours

(Same as JOUR 4820.) Prerequisite: Junior or senior standing or permission of instructor. Critical examination of diversity in mass communication with particular emphasis on media representations of race, gender, and class. Also examines audience interpretations of media texts.

EMC 4850 - Ethics and Mass Communication

3 credit hours

(Same as JOUR 4850.) Prerequisite: Junior standing. Examines ethical concerns of media practitioners, illuminated by study of selected current ethical issues and an overview of the cultural and philosophical bases of a socially responsive mass media.

EMC 4900 - Independent Problems in Mass Communication

1 to 3 credit hours

Prerequisite: Admission to candidacy and permission of department.

Provides opportunities for individually designed problems, work experiences, or research projects related to the development of professional competencies in a major field of study. Requires approval of instructor.

EMC 4910 - Advanced Seminar-Digital Imaging
3 credit hours

Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of digital imaging materials. Integration of theory and skills from other EMC/RIM courses.

Advanced compositing techniques, particle generation, and advanced modeling techniques are probable topics. Can be repeated with different topics; topics will vary by semester offering. Three-hour lecture plus up to three-hour lab per week.

EMC 4920 - Advanced Seminar-Electronic Media Journalism

3 credit hours

Prerequisites: Admission to candidacy; permission of department only.

Practical experience in the conceptualization, preparation, and production of a specific news program format. Integration of theory and skills from other EMC/RIM courses. Documentary, political analysis, sports, and newscasting are probable topics. Topics will vary by semester offering. Can be repeated with different topics.

Three-hour lecture plus up to three-hour lab per week.

EMC 4930 - Advanced Seminar-Media Management

3 credit hours

Prerequisites: Admission to candidacy; permission of department only.

Practical experience in the conceptualization, preparation, and management of a specific program format. Integration of theory and skills from other EMC/RIM courses. Programming, station operations, and sales are probable topics. Topics will vary by semester offering. Can be repeated with different topics.

Three-hour lecture plus up to three-hour lab per week.

EMC 4940 - Advanced Seminar-Electronic Media Production

3 credit hours

Prerequisites: Admission to candidacy; permission of department only.

Practical experience in the conceptualization, pre-production preparation, and production of a specific program format. Integration of theory and skills from other EMC/RIM courses. Sports, music, drama, and editing are probable topics. Topics will vary by semester offering. Can be repeated with different topics. Can be repeated for 9 credit hours with different topics.

Three-hour lecture plus up to three-hour lab per week.

EMC 4941 - Advanced Multi-camera Video Production

1 to 4 credit hours

Prerequisite: Admission to candidacy and EMC 3140 or permission of instructor.

Practical experience in the conceptualization, pre-production preparation, and production of live television productions such as sports, musical performances, special events, or news. Topics will vary by section offering. Can be repeated for up to 9 credit hours with each section offering varying composition of projects.

Three-hour lecture/lab plus a varying number of production shoots outside of regularly scheduled class time.

EMC 4950 - Advanced Seminar-New Media

3 credit hours

Prerequisite: Candidacy; permission of department.

Provides practical experience in the conceptualization, design, and production of new media oriented projects as well as integration of theory and skills from other EMC courses. Topics will vary by semester offering but may include content management systems; e-books; web and mobile applications; digital signs, etc. Can be repeated for 6 credit hours with different topics.

Three-hour lecture plus up to three-hour lab per week.

Photography

PHOT 1050 - Basic Digital Photography and Imaging

3 credit hours

(Same as EMC 1050.)

Introduces simple and multiple image photography, principles, methods, theory, and practice for both Photography majors and non-Photography majors.

Explores digital camera anatomy, operating, and handling while discussing proper in-camera exposure, metering, focusing, shutter speeds, apertures, depth of field, and camera accessories. Basic principles of lighting, design, and image composition discussed. Digital darkroom techniques and image manipulation using tool such as Photoshop included. Emphasis placed on the DSLR (digital single lens reflex) camera. Students responsible for providing a DSLR camera for the class. Must have working knowledge of the Macintosh computer system.
Three-hour lecture plus up to three-hour lab per week.

PHOT 2050 - Basic Black and White Photography
3 credit hours

Black and white chemistry based darkroom printing and film processing with tactile materials. Introduces the fundamentals of photographic practice and procedures combined with aesthetics, theories of visual perception, and photographic vision. Emphasis placed upon the in-camera exposure, development of black and white film, the traditional silver print, conceptual theory, problem solving, and portfolio presentation. Class format includes demonstrations, lab work, assignments, and critiques. Emphasis placed on the SLR (Single Lens Reflex) camera. Students responsible for providing a 35mm SLR film camera and darkroom supplies for the class.
Three-hour lecture plus up to three-hour lab per week.

PHOT 3040 - History of Photography
3 credit hours

Evolution of photographic imagery from the invention through contemporary work. The movements, themes, and genres developed by individual photographers.
Normally offered Fall only

PHOT 3110 - Intermediate Photography I
3 credit hours

Prerequisite: PHOT 2050. Further investigation into the exposure and development controls of black and white chemistry-based darkroom photography as a method of expression and communication. Students responsible for providing a 35mm SLR (Single Lens Reflex) or medium format film camera and darkroom materials for class.
Three-hour lecture plus up to three-hour lab per week.

PHOT 3120 - Intermediate Photography II
3 credit hours

Prerequisites: PHOT 3110 and ART 1610.

A continuation of PHOT 3110 with emphasis on the technical and conceptual applications of the medium from a creative perspective. Both chemistry-based darkroom prints and digital printing discussed and demonstrated in a hybrid manner with emphasis on details toward the craft, honing a personal vision, and final portfolio presentation. Students should bring examples of previous black and white darkroom work to first session of class.
Three-hour lecture plus up to three-hour lab per week.
Normally offered Spring only

PHOT 3200 - Still Digital Imaging
3 credit hours

(Same as EMC 3200.)
Prerequisite: PHOT 2050 or instructor approval.
Use of DSLR (Digital Single Lens Reflex) cameras in addition to flatbed scanners as image capture devices and digital printers as image output devices. Software programs, applications, and discussion topics focus on camera operation, file formats, and the aesthetic and ethical issues surrounding photography. Software applications used to explore creative and experimental possibilities for processing and manipulating photographs.
Three-hour lecture plus up to three-hour lab per week.

PHOT 3580 - Photography Practicum
1 to 3 credit hours

Prerequisites: Admission to candidacy; junior standing, and permission of instructor.
Practical experience in an on-campus setting. A minimum of 75 hours work for each hour of credit. Required to be present and work for the class during evening and weekend times during the semester when needed. Note: Total university credit for internship, practicum, and individual problems courses cannot exceed 6 credits. Pass/Fail.

PHOT 3810 - Color Photo Communication I
3 credit hours

Prerequisites: Admission to candidacy; ART 1610 and PHOT 3110 or consent of instructor.
Basic theory of contemporary color photography while establishing a history of the medium. Requires use of both film SLR and DSLR cameras for capture and output is in the traditional color darkroom with a roller transport unit and in digital printing. Color theory and color vision discussed and how color works demonstrated.
Three-hour lecture plus up to three-hour lab per week.
Normally offered Fall only

PHOT 4000 - Photography Internship**1 to 3 credit hours**

Prerequisites: Admission to candidacy; senior standing and permission of department chair or instructor.

Practical experience for advanced students in a professional setting. A minimum of 75 hours work plus other assignments will be required for each hour of credit. Note: Total university credit for internship, practicum, and individual problems courses cannot exceed 6 credits. Pass/Fail.

PHOT 4040 - Color Photo Communication II**3 credit hours**

Prerequisites: Admission to candidacy; PHOT 3040 and PHOT 3810

A continuation of PHOT 3810 with emphasis placed on details toward the craft, honing a personal vision, and final portfolio presentation..

Three-hour lecture plus up to three-hour lab per week.

Normally offered Spring only

PHOT 4060 - Photojournalism**3 credit hours**

(Same as EMC 4060.) Prerequisites: Admission to candidacy; PHOT 3120 and PHOT 3810; EMC 3200/PHOT 3200; or consent of instructor.

Principles and practices of photography, including documentary, news and feature portraiture, photo stories, photo essays, and photo layout. Emphasis on newspaper assignments, participation in campus publications, portfolio editing and production, and internship preparation. DSLR (Digital Single Lens Reflex) camera required.

Three-hour lecture plus up to three-hour lab per week.

Normally offered Fall only

PHOT 4190 - Ethics and Law for Visual**Communicators****3 credit hours**

Prerequisites: Admission to candidacy; junior status with declared major.

Background in ethics and law for the visual communicator. Focus on ethical philosophies, ethics case studies, and solutions to ethical dilemmas; copyright, privacy, and libel law.

Normally offered Spring only

PHOT 4220 - Advanced Photojournalism**3 credit hours**

Prerequisites: Admission to candidacy; PHOT 4060 and/or consent of instructor.

Builds on the basic information given in PHOT 4060. Advanced photographic techniques, including digital imaging, information on ethics and law as they pertain to the image maker, along with an examination of different styles of photojournalism addressed by classroom demonstration, lecture, and practical assignments.

Three-hour lecture plus up to three-hour lab per week.

Normally offered Spring only

PHOT 4270 - Photo Illustration**3 credit hours**

Prerequisites: Admission to candidacy; PHOT 4060. Studio illustration lighting photography of food, fragrance, beverage, jewelry, glass, and flatware with an emphasis on tabletop setups. Introduces full frame DSLR cameras, large format view cameras, and professional lighting equipment. Problems in advertising photography including responsibilities under truth in advertising.

Lecture/lab with three to six hours per week.

Normally offered Fall only

PHOT 4280 - Editorial Photography**3 credit hours**

Prerequisites: Admission to candidacy; PHOT 3040, PHOT 3120, and PHOT 3810.

Editorial illustration photography for fashion, corporate, annual report, style publications with emphasis on paper background and the studio cyclorama wall. Exploration of various career opportunities and business practices open to the professional photographer. Introduction to full frame DSLR cameras and professional lighting equipment.

Three-hour lecture plus up to three-hour lab per week.

Normally offered Fall only

PHOT 4290 - Documentary Photography**3 credit hours**

Prerequisites: PHOT 3120, PHOT 3810, and PHOT 4040

Those students using color darkroom print material must have taken PHOT 4040. Students will photograph a semester-long photo project of personal choice in a documentary style. Research on the aspects of and photographers practicing contemporary documentary photography.

Three-hour lecture plus up to three-hour lab per week.

Normally offered Spring only

Recording Industry

Beverly Keel, Chair

John Merchant, Assistant Chair

Akins, Alleyne, Baird, Barnet, Brown, Collier, Crabtree, Dahan, deClercq, Dellinger, Donham, Dougan, Fischer, Fleming, Foglia, Green, Hanson, Hill, Izzo, Jones, Macy, Merida, O'Brien, Pfeifer, Piekarski, Rowland, Wagnon, Wald

The Department of Recording Industry is internationally known for its innovative programs of study. The purpose of these programs is to prepare students for positions in virtually any phase of the audio production and music industries, to be entrepreneurs, or for postgraduate study. The department offers a Bachelor of Science degree in Recording Industry with concentrations in Music Business and Commercial Songwriting and a Bachelor of Science in Audio Production.

Internships with a variety of companies and organizations in the industry are available for selected students.

Opportunities to meet industry professionals, network, and develop contacts are provided throughout each semester.

The department offers study abroad programs in several countries. Audio engineering and production courses are taught in five departmental studios, a cinema remix room, a MIDI lab, a digital audio lab, a mastering lab, and a postproduction lab, all located on campus. Music Business students have access to modern marketing software and the most current industry data. Students in Commercial Songwriting work with professional songwriters.

The program is designed with advice from the National Academy of Recording Arts and Sciences, the National Association of Recording Merchandisers, the Society of Professional Audio Recording Services, and numerous industry professionals and executives.

The department offers a minor in Recording Industry for Music majors in the Music Industry concentration and other interested students. The department also offers a minor in Entertainment Technology in cooperation with the Departments of Theatre and Dance and Media Arts.

Transfer Credit Policy

Transfer credit into the Recording Industry major and minor will be accepted for the following core courses, lower-division courses, and non-RIM courses only: RIM 1020, RIM 1230, RIM 3000, RIM 3010, RIM 3600, RIM 3700, RIM 4700, PHYS 1600, MUHL 3670, PS 3530, ENGL 3810, and JOUR 2710. Only 3 hours of transfer credit may be counted toward the major from among PHYS 1600, MUHL 3670, PS 3530, ENGL 3810, and JOUR 2710. For students transferring from an institution that does not have an articulation agreement with MTSU, a course content evaluation and transfer validation test may be required before acceptance of the transfer of any RIM courses.

NOTE 1: *Students who take and pass MUTH 1110 - Theory and Aural Skills I at MTSU with a C- or better and who are minoring in any Music minor are exempt from RIM 1230 - Musicianship for Engineers but must take an additional 3 hours from the prescribed list of major electives.*

NOTE 2: *Students who take and pass MUTH 1110 - Theory and Aural Skills I at MTSU with a C- or better and who are not minoring in any Music minor can have MUTH 1110 substituted for RIM 1230 - Musicianship for Engineers and receive 4 hours credit toward the RI major.*

NOTE 3: *Students who take and pass a college-level Music Theory I course at another institution and who are minoring in any Music minor must take and pass the Music Theory and Aural Skills Diagnostic Exam offered by the School of Music. Those who pass will have the requirement for RIM 1230 - Musicianship for Engineers waived but must take an additional 3 hours from the prescribed list of major electives. Students who do not pass the Music Theory and Aural Skills Diagnostic Exam must take MUTH 1000 - Elements of Music or RIM 1230 - Musicianship for Engineers before taking MUTH 1110.*

NOTE 4: *Students who take and pass a college-level music theory course at another institution with a C- or better and who are not minoring in any Music minor can have that course substituted for RIM 1230 - Musicianship for Engineers and receive 3 or 4 hours credit toward the Recording Industry major.*

Grading Policy

Students majoring in Recording Industry must receive grades of C (2.00) or better in all Recording Industry courses in order for them to count toward the major. A minimum grade of C (2.00) is required in all classes that are prerequisite

to Recording Industry classes. (A grade of C- is not considered C or better.) Recording Industry majors may be required to take an exit examination in order to graduate.

NOTE: *Students who fail to attend the first class meeting of any RIM course without prior arrangement with the instructor may lose their places in class and those spaces will be made available to other students. This includes labs.*

Accelerated Bachelor's to Master's Program

Qualified students pursuing an undergraduate degree in Recording Industry or Audio Production may take up to 12 credit hours of coursework in the M.F.A. in Recording Arts and Technologies program. These credits (up to 12) may be applied to both the B.S. in Recording Industry or B.S. in Audio Production and the M.F.A. in Recording Arts and Technologies degrees. To apply, see the M.F.A. program director.

Graduate Study

The department offers the Master of Fine Arts degree in Recording Arts and Technology. Requirements for this degree and a list of the courses offered for graduate credit are published in the Graduate Catalog.

Audio Production, B.S.

Department of Recording Industry
615-898-2578

Cosette R. Collier, program coordinator
Cosette.Collier@mtsu.edu

Audio Production offers instruction designed for students who are interested in careers in the music industry such as acoustician, audio editor, audio stage technician, forensics media consultant, live sound engineer, mastering engineer, mix engineer, producer, recording engineer, studio designer, or studio manager.

Admission to Candidacy

All students are required to be admitted to candidacy to earn a degree as an Audio Production major. Candidacy is required as a prerequisite to enrollment in most upper-division courses within the college.

To apply for candidacy, a student must have

1. completed all learning support requirements;
2. completed all high school deficiencies;
3. completed 24 hours (not to include learning support courses);
4. completed the math requirement (College Algebra or higher level math) with a minimum 2.00 (C) grade;
5. completed all candidacy courses with a minimum 2.00 (C) grade in each: RIM 2300, RIM 3010, and RIM 3600);
6. maintained good standing (not on probation).

Students in the Audio Production major are guaranteed admission to candidacy if they earn a Candidacy Formula score of 23 or better and a grade of B or better in RIM 2300 (formerly RIM 4200) and RIM 3010. A limited number of additional candidacy slots will be open based on availability. Candidacy will be granted three times per year-after the fall and spring semesters and summer term. Students may not take other RIM courses beyond the candidacy requirements, with the exception of RIM 1230 and RIM 3650, until they have successfully completed admission to candidacy.

The application for admission to candidacy is an online application available **here**. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

Each student's candidacy score is derived from the following:

Score = (inclusive GPA x 3) + RIM 2300 + RIM 3010 + RIM 3600 + Math + (total hours x .05 up to 60 hours).

Candidacy Appeals

A few of any available slots will be awarded based on a faculty committee recommendation on an appeal application. Appeal applications will be accepted after formula slots have been announced early in the Fall and Spring Semester and Summer Term. Appeal recommendations will be based on exceptional circumstances and/or exceptional talent and/or diversity considerations.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Audio Production, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (51 hours)

Audio Production Pre-Candidacy Core (9 hours)

- RIM 2300 - Digital Audio Technology **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

Audio Production Sub Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- RIM 1230 - Musicianship for Engineers **3 credit hours** *
- RIM 3000 - History of the Recording Industry **3 credit hours**

Audio Production Post Candidacy Sub-core (18 hours)

- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours**

Audio Production Electives (15 hours)

Choose 15 credit hours from the following.

NOTE: *Up to 6 credit hours of RIM courses outside of the AP elective list may be included as elective credit in the major.*

- RIM 3450 - Advanced Musicianship for Engineers **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** **
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours** **
- RIM 4290 - MIDI Sequencing and Virtual Instruments **3 credit hours**
- RIM 4300 - Advanced Pro Tools Techniques **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**
- RIM 4333 - Sound System Design and Optimization **3 credit hours**
- RIM 4335 - Advanced Sound Reinforcement **3 credit hours**
- RIM 4390 - Ableton Live Production **3 credit hours**
- RIM 4480 - Mastering **3 credit hours**

- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4575 - Sound Effects Design for Picture **3 credit hours**
- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4585 - Advanced Sound for Picture **3 credit hours**
- RIM 4590 - Computer Based Scoring for Visual Media **3 credit hours**
- RIM 4600 - Mixing Techniques and Technologies **3 credit hours**
- RIM 4650 - Multitrack Music Recording **3 credit hours**
- RIM 4660 - Advanced Music Engineering **3 credit hours**
- RIM 4670 - Studio Production **3 credit hours**
- RIM 4740 - Studio Business Operations **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours of RIM 4810 can be used to count in elective area.
- RIM 4830 - Recording Studio Maintenance **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**
- RIM 4910 - Advanced Production Seminar **3 credit hours**

NOTE:

**See note under Transfer Credit Policy for RIM 1230/MUTH 1110 substitution.*

**Music minors - Students who minor in Music must take MUTH 1110 for their minor and will not be required to take RIM 1230. Music minors will need an additional AP elective to complete the required 48 hours in the major.*

*** No more than 6 hours total are allowed toward the major from any combination of RIM 3580, RIM 4000, or RIM 4010.*

****Electro-Acoustics Minors - Students who minor in Electro-Acoustics must take PHYS 1600 for their minor and will not be required to take RIM 4100. Electro-Acoustics minors will need an additional RIM elective to complete the required 48 hours in the major.*

Up to 6 credit hours of RIM courses outside of the approved AP elective list can be included as elective credit in the major.

Audio Production students may take PHYS 1600 pre-candidacy.

Audio Production students should complete RIM 1230 - Musicianship for Engineers or MUTH 1110 - Theory and Aural Skills I during their freshman year.

Minor (15-21 hours)

One minor is required for Audio Production, and students may pick any minor (other than Recording Industry) available at MTSU. Recommended minors are Computer Science, Electronics, Entrepreneurship, Entertainment Technology, Film Studies, Mass Communication, Music Industry, or Entertainment Arts Design.

Electives (7-13 hours)

Total hours in program: 120

Curriculum: Audio Production

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Students should see their advisors to develop their individual schedules. Certain prerequisites and sequences in particular major concentrations and minor require special attention.

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Humanities and/or Fine Arts **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Math) or higher
- RIM 1230 - Musicianship for Engineers **3 credit hours**
- RIM 2300 - Digital Audio Technology **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours**
May count as Social/Behavioral Sciences requirement

Subtotal: 30 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM AP elective **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Junior

- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM AP electives **9 credit hours**
- Natural Sciences **8 credit hours**
- Minor courses **9 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 32 Hours

Senior

- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM AP elective **3 credit hours**
- Minor courses **6 credit hours**
- Electives **13 hours**
- Minor or elective course **3 credit hours**

Subtotal: 28 Hours

Recording Industry Minor (for Nonmajors)

Department of Recording Industry

The minor in Recording Industry consists of 18 semester hours. MUHL 3670 may not be used to meet both major and minor requirements. Students must maintain a 2.00 average in the Recording Industry minor.

Required Courses (6 hours)

- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

Electives (12 hours)

- 12 hours of Recording Industry electives as approved by the minor advisor

Recording Industry, Commercial Songwriting Concentration, B.S.

Department of Recording Industry

615-898-2578

Odie Blackmon, program coordinator

Odie.Blackmon@mtsu.edu

The Commercial Songwriting Concentration offers instruction designed for students who are interested in careers in the music industry such as arranger, artist, musician, producer, singer, or songwriter.

Admission to Candidacy

All students are required to be admitted to candidacy to earn a degree as a Recording Industry major. Candidacy is required as a prerequisite to enrollment in most upper-division courses within the college. When applying to candidacy, students choose their concentration: Commercial Songwriting or Music Business.

To apply for candidacy, a student must have

1. completed all learning support requirements;
2. completed all high school deficiencies;
3. completed 24 hours (not to include learning support courses);
4. completed the math requirement (College Algebra or higher level math) with a minimum 2.00 (C) grade;
5. completed all candidacy courses with a minimum 2.00 (C) grade in each: JOUR 1020/EMC 1020/RIM 1020; RIM 3000; RIM 3010 or RIM 3011*; RIM 3600);
6. maintained good standing (not on probation).

***NOTE:** *RIM 3010 is required for Audio Production students and to take many Audio Production related electives*

Students in the Commercial Songwriting concentration are guaranteed admission to candidacy if they earn a Candidacy Formula score of 35.5 or better. A limited number of additional candidacy slots will be open based on availability. Candidacy will be granted three times per year-after the fall and spring semesters and summer term. Students may not take other RIM courses beyond the candidacy requirements, with the exception of RIM 1230, RIM 3115/3116, and RIM 3650, until they have successfully completed admission to candidacy.

The application for admission to candidacy is an online application available **here**. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

Each student's candidacy score is derived from the following:

Score = (cumulative GPA x 3) + (math grade x 3) + (candidacy course GPA x 4) + (total hours x .05).

Candidacy Appeals

Fifteen percent of available slots in the concentration will be awarded based on a faculty committee recommendation on an appeal application. Appeal applications will be accepted after formula slots have been announced early in the Fall and Spring Semester and Summer Term. Appeal recommendations will be based on exceptional circumstances and/or exceptional talent and/or diversity considerations.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Recording Industry, Commercial Songwriting, B.S. , Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (51 hours)

Recording Industry Core (18 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**

Sub-core (18 hours)

- RIM 1230 - Musicianship for Engineers **3 credit hours** *
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4020 - Advanced Commercial Songwriting **3 credit hours**
- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours** OR
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**

Choose one (3 hours)

- RIM 2300 - Digital Audio Technology **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**

NOTE:

**See note under Transfer Credit Policy for RIM 1230/MUTH 1110 substitution.*

**Music minors - Students who minor in Music must take MUTH 1110 for their minor and will not be required to take RIM 1230. Music minors will need an additional RIM elective to complete the required 48 hours in the major.*

Commercial Songwriting Electives (15 hours)

Choose 15 credit hours from the following:

- RIM 2300 - Digital Audio Technology **3 credit hours**
- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours**
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**
- RIM 3200 - History of Country Music **3 credit hours**
- RIM 3450 - Advanced Musicianship for Engineers **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** *
- RIM 3720 - Artist Management **3 credit hours**
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours** *
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours** *
- RIM 4025 - Songwriting Practicum **3 credit hours**
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4230 - Advanced Cyber PR in the Entertainment Industry **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4390 - Ableton Live Production **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4800 - Understanding the Nashville Music Business-Past and Future **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours of RIM 4810 can be used to count in elective area.
- RIM 4840 - Music Publishing Administration **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**

Minor (15-18 hours)

All Recording Industry majors are required to complete one minor.

Commercial Songwriting concentration students must pick one minor from among Entrepreneurship, Writing, or Music.

Electives (10-13 hours)

NOTE:

**No more than 6 hours total are allowed toward the major from any combination of RIM 3580, RIM 4000, or RIM 4010.*

Commercial Songwriting concentration students may take up to 6 semester hours of their electives from Music Business or Audio Production.

Total hours in program: 120

Curriculum: Recording Industry, Commercial Songwriting Concentration

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Students should see their advisors to develop their individual schedules. Certain prerequisites and sequences in particular major concentrations and minors require special attention.

Freshman

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Social/Behavioral Sciences **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Math) or higher
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours** OR
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**
- RIM 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement

Subtotal: 30 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- RIM 1230 - Musicianship for Engineers **3 credit hours**
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- Minor course **3 credit hours**
- RIM CS elective **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 32 Hours

Junior

- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4020 - Advanced Commercial Songwriting **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM CS electives (RIM 4025 highly suggested) **3 credit hours**
- Social/Behavioral Sciences or elective **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Minor course **3 credit hours**
- Elective **3 credit hours**
- RIM 2300 - Digital Audio Technology **3 credit hours** OR
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours** OR
- RIM 4210 - ProTools for Songwriters **3 credit hours** OR
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Senior

- RIM CS electives **9 credit hours**
- Minor courses **9 credit hours**
- Electives **7 credit hours**
- Minor course or elective **3 credit hours**

Subtotal: 28 Hours

Recording Industry, Music Business Concentration, B.S.

Department of Recording Industry
615-898-2578

Amy Macy, program coordinator
Amy.Macy@mtsu.edu

The Music Business concentration offers instruction designed for students who are interested in careers in the music industry such as A & R representative, marketing representative, music editor, regional promotions manager, song plugger, staff publicist, studio manager, or talent representative.

Admission to Candidacy

All students are required to be admitted to candidacy to earn a degree as a Recording Industry major. Candidacy is required as a prerequisite to enrollment in most upper-division courses within the college. When applying to candidacy, students choose their concentration: Commercial Songwriting or Music Business.

To apply for candidacy, a student must have

1. completed all learning support requirements;
2. completed all high school deficiencies;
3. completed 24 hours (not to include learning support courses);
4. completed the math requirement (College Algebra or higher level math) with a minimum 2.00 (C) grade;
5. completed all candidacy courses with a minimum 2.00 (C) grade in each: JOUR 1020/EMC 1020/RIM 1020; RIM 3000; RIM 3010 or RIM 3011*; RIM 3600);
6. maintained good standing (not on probation).

***NOTE:** *RIM 3010 is required for Audio Production students and to take many Audio Production related electives*

Students in the Music Business concentration are guaranteed admission to candidacy if they earn a Candidacy Formula score of 35.5 or better. A limited number of additional candidacy slots will be open based on availability. Candidacy will be granted three times per year-after the fall and spring semesters and summer term. Students may not take other RIM courses beyond the candidacy requirements, with the exception of RIM 1230 and RIM 3650, until they have successfully completed admission to candidacy.

The application for admission to candidacy is an online application available **here**. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

Each student's candidacy score is derived from the following:

Score = (cumulative GPA x 3) + (math grade x 3) + (candidacy course GPA x 4) + (total hours x .05).

Candidacy Appeals

A few of any available slots in each concentration will be awarded based on a faculty committee recommendation on an appeal application. Appeal applications will be accepted after formula slots have been announced early in the Fall and Spring Semester and Summer Term. Appeal recommendations will be based on exceptional circumstances and/or exceptional talent and/or diversity considerations.

Academic Map

Following is a printable, suggested four-year schedule of courses:

Recording Industry, Music Business, B.S., Academic Map

Degree Requirements

General Education (41 hours)

General Education requirements (shown in curricular listings below) include courses in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences.

Major Requirements (48 hours)

Recording Industry Core (18 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
May count as a Social/Behavioral Sciences requirement
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**

Sub-core (12 hours)

- RIM 3720 - Artist Management **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**

Music Business Electives (18 hours)

Choose 18 credit hours from the following:

- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3200 - History of Country Music **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** *
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- RIM 3690 - International Entertainment Transactions **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours** *
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours** *
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4230 - Advanced Cyber PR in the Entertainment Industry **3 credit hours**
- RIM 4420 - Talent Agency Fundamentals **3 credit hours**
- RIM 4630 - Recording Industry Research **3 credit hours**

- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- RIM 4720 - Record Retail Operation **3 credit hours**
- RIM 4730 - The A&R Function **3 credit hours**
- RIM 4740 - Studio Business Operations **3 credit hours**
- RIM 4800 - Understanding the Nashville Music Business-Past and Future **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours are allowed to count in elective area.
- RIM 4820 - Record Label Operations **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**

Up to 3 hours (of the 18) may be chosen from

- MUHL 3670 - History of Popular Music in America **3 credit hours**
- PS 3530 - Legal Writing and Research **3 credit hours**
- ENGL 3810 - British Popular Culture **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**

Computer Literacy Requirement (3 hours)

- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours**

Other Requirement (3 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**

Minor (15-18 hours)

Electives (7-10 hours)

NOTE:

**No more than 6 hours total are allowed toward the major from any combination of RIM 3580, RIM 4000, or RIM 4010.*

Music Business concentration students may take up to 9 semester hours of their electives from the other concentrations in Recording Industry.

All Music Business concentration students must complete one course (three hours) of accounting. This requirement may be met with ACTG 2110, ACTG 2120, or ACTG 3000. This requirement may be included within the minor requirement.

Total hours in program: 120

Music Business M.B.A. Fast Track

This program is designed to allow students in the Music Business concentration to obtain all prerequisites for entrance into the M.B.A. program. Careful planning of undergraduate and graduate course selection is required. For details on this plan of study, consult Beverly Keel. For M.B.A. admission requirements, consult the Graduate Catalog or Kim Sokoya, M.B.A. advisor.

Curriculum: Recording Industry, Music Business Concentration

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories.

Students should see their advisors to develop their individual schedules. Certain prerequisites and sequences in particular major concentrations and minor require special attention.

Freshman

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- MATH 1710 - College Algebra **3 credit hours** (Math) or higher
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
May count as a Social/Behavioral Sciences requirement
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours**

Subtotal: 30 Hours

Sophomore

- RIM 3700 - Copyright Law **3 credit hours**
- RIM 3720 - Artist Management **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Natural Sciences **4 credit hours**
- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)

Choose 6 hours from:

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 31 Hours

Junior

- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM MB elective **12 credit hours**
- Minor courses **6 credit hours**
- Elective **3 credit hours**
- Natural Sciences **4 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 31 Hours

Senior

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- RIM MB electives **6 credit hours**
- Minor courses **9 credit hours**
- Electives **7 credit hours**
- Minor course/elective **3 credit hours**

Subtotal: 28 Hours

Recording Industry

RIM 1020 - American Media and Social Institutions 3 credit hours

(Same as EMC 1020/JOUR 1020.) The power of the mass media and its effect on social institutions and practices. Develops skills of qualitative and quantitative social science research in the area of mass communication processes; examines media as social, cultural, and economic institutions that shape the values of American society, its political dialogues, its social practices, and institutions.

RIM 1230 - Musicianship for Engineers 3 credit hours

A variety of music subjects explored within the context of commercial music as related to audio recording and production. Specific topics include music fundamentals, commercial music theory, commercial form and styles, and basic aural and keyboard skills. Students who have passed MUTH 1110 with a grade of C or better may not enroll in RIM 1230 for credit. Laboratory required.

RIM 2300 - Digital Audio Technology 3 credit hours

Co/Prerequisites: RI/AP majors - RIM 1230 or MUTH 1110; others - permission of instructor. An overview of digital audio technology with an emphasis on computer technology related to music production, digital audio workstation hardware and software (e.g., Pro Tools), and digital audio theory. Laboratory required.

Formerly RIM 4200

RIM 3000 - History of the Recording Industry 3 credit hours

Traces the development of the technology, business, major record labels, and the music recorded as well as significant individuals in these areas.

RIM 3010 - Audio Fundamentals 3 credit hours

Prerequisite: MATH 1710 or higher level math. Examines theories and technologies used in audio production for music, radio, TV, and film. Provides the management-oriented student with a useful vocabulary covering the area of audio production and provides the production-oriented student with the basic theory upon which production skills can be built. RIM 3010 is required for all Audio Production students; Music Business and Commercial

Songwriting students may choose between RIM 3010 and RIM 3011.

RIM 3011 - Survey of Audio Technology 3 credit hours

Prerequisite: MATH 1710 or higher level math. For non-Audio Production Recording Industry pre-candidacy students; includes students seeking admission to candidacy in the Music Business and Commercial Songwriting concentrations. Overview of the basic function and application of audio hardware and software used in music creation. Surveys audio technology found in live sound, professional recording studios, and project studios. Required for admission to candidacy to the RI program and offered as an online course. Students must choose between and may receive credit for either RIM 3010 or RIM 3011. Audio Production concentration students will not receive credit for RIM 3011

RIM 3020 - Commercial Songwriting 3 credit hours

Prerequisite: RI majors - admission to Commercial Songwriting concentration and RIM 1230 or MUTH 1110 and RIM 3115 or RIM 3116; others - permission of instructor. Helps the new or developing songwriter acquire a song construction toolkit. Focuses on groove, melody, lyric, harmony, and structure and integrates these five elements into a cohesive and commercially viable song. Students expected to play guitar or piano and also sing.

RIM 3100 - Introduction to Popular Music Studies 3 credit hours

(Same as JOUR 3100.) Prerequisites: RI majors - admission to candidacy; others - permission of instructor. Introduces students to different academic and theoretical approaches to popular music as a social and cultural phenomenon. A discussion oriented class that is both reading and writing intensive.

RIM 3115 - Songwriting Instrumentation: Guitar 3 credit hours

Designed for the beginning to intermediate guitar player. Focuses on scales, chords, rhythm, picking, fingerpicking, music theory, and performance techniques and how to apply these skills to songwriting and performing.

RIM 3116 - Songwriting Instrumentation: Piano 3 credit hours

Designed for the beginning to intermediate player

using a playing-based method. Traditional note reading skills not required or taught. Focuses on chords, harmonic progression, accompaniment, improvisation, music theory, and fundamental musical elements relevant to commercial music and songwriting. May be of interest to guitarist/songwriters who want to learn how to play and write on the keyboard.

RIM 3200 - History of Country Music

3 credit hours

Prerequisite: Admission to candidacy. History and culture of American country music. Explores the historical progression of the genre and analyzes topics such as race and gender relations, material culture, generational conflict, and the role of "authenticity" in the creation and commodification of the music. Reading, writing, and listening intensive.

RIM 3450 - Advanced Musicianship for Engineers

3 credit hours

Prerequisites: Admission to candidacy; RIM 1230 or MUTH 1110. (Not available to students enrolled in or who have completed MUTH 1120.) Continuation of RIM 1230. Furthering the application of musical concepts previously learned to popular music. Topics include syncopation, modulation, two-handed accompaniment patterns, and selected secondary chords. Introduction to music notation software and the preparation of a lead sheet. Laboratory required.

RIM 3500 - Lecture Series

3 credit hours

Prerequisite: RI majors - admission to candidacy. Major executives, producers, and others in the recording industry speak to students about contemporary topics in the music business. May be taken only once for credit toward the major. Pass/Fail.

RIM 3580 - RIM Practicum

1 to 3 credit hours

Prerequisites: RI majors - admission to candidacy, approval of instructor prior to enrollment, and approved application. On-campus experiences in and related to the recording industry. Course may be repeated up to three times, but no more than six total credits toward the major allowed for RIM 3580, RIM 4000, and RIM 4010. Pass/Fail.

RIM 3600 - Survey of the Recording Industry

3 credit hours

Examination of the industry including, but not limited to, artist development, songwriting, publishing, record

companies, record marketing and promotion, copyright, performance rights, and careers.

RIM 3650 - Free Expression, Mass Media, and the American Public

3 credit hours

(Same as JOUR 3650/EMC 3650.) A general introduction to the issues surrounding free expression and its relationship to mass media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

RIM 3690 - International Entertainment Transactions

3 credit hours

Introduction to international law (European Union, Asia/Pacific Rim, and Latin America) in the context of the global entertainment and intellectual property industries (music, film, television, books, videogames, etc.). Culminates in presentation of a proposed start-up entertainment entity in a foreign territory. Each student will be able to establish a professional relationship with an entertainment industry liaison in a foreign territory. Offers preparation for students interested in international opportunities for growth including international internships and the Office of International Affairs' Study Abroad programs.

RIM 3700 - Copyright Law

3 credit hours

Prerequisite: RI majors - admission to candidacy; others RIM 3600. Examines copyright law with particular reference to the music industry. Emphasis on understanding and applying the law to work in the industry.

RIM 3720 - Artist Management

3 credit hours

Prerequisite: RI majors - admission to candidacy; others RIM 3600. Examines the role of recording artists' representatives. Topics include personal appearances, touring, unions, and contractual considerations.

RIM 3770 - Publicity in the Recording Industry

3 credit hours

Prerequisites: RI majors - admission to candidacy; others - RIM 3600 and JOUR 2710. Experience in creating publicity materials and developing media relations, press releases, press kits, and publicity campaigns.

**RIM 3780 - Entertainment Reporting and Writing
3 credit hours**

Prerequisites: RI majors - admission to candidacy; others - RIM 3600 and JOUR 2710. Theory and practice of the fundamentals of entertainment journalism, including music industry writing, feature stories, and CD and concert reviews.

**RIM 3890 - International Recording Industry
3 credit hours**

Prerequisites: RI majors - admission to candidacy; others RIM 3600. Cultural, media, business, and legal aspects of making and selling records on a worldwide basis. Specific studies in foreign record company operations, i.e., production, distribution, marketing, promotion, and licensing. Immigration, union, and tax implications of artists recording abroad.

**RIM 3900 - Music Publishing
3 credit hours**

Prerequisites: RI majors - admission to candidacy and previous or concurrent enrollment in RIM 3700; others RIM 3600 and RIM 3700. Operations and functions of music publishing industry including songwriter publisher relations. Primary thrust is popular music publishing, but art, religious, and educational music also discussed.

**RIM 4000 - Recording Industry Internship:
Business
1 to 6 credit hours**

Prerequisites: Admission to candidacy; 90 credit hours completed; RIM 3700 and three of the following sub-core courses must be completed: RIM 3720, RIM 3900, RIM 4320, or RIM 4620; approved internship application. Practical experience for advanced students in a professional recording industry setting. This course may be repeated for additional credit. No more than six hours toward the major are allowed for RIM 3580, 4000, and RIM 4010. Pass/Fail.

**RIM 4010 - Recording Industry Internship:
Technology
1 to 6 credit hours**

Prerequisites: Admission to candidacy; senior standing (90 hours), RIM 4190, RIM 2300, RIM 4400, and an approved internship application. Practical experience for advanced students in a professional recording industry setting. This course may be repeated for additional credit. No more than six hours toward the major are allowed for RIM 3580, RIM 4000, and 4010. Pass/Fail.

**RIM 4020 - Advanced Commercial Songwriting
3 credit hours**

Prerequisite: RIM 3020/MUTH 3020 . The developing songwriter will study how a professional songwriter prepares to write commercial songs targeted to specific markets, artists, media, and events. Will be followed by a study of how students can find their unique voices as songwriter/artists or as pure songwriters.

**RIM 4025 - Songwriting Practicum
3 credit hours**

Prerequisite: B or higher in RIM 4020. Explores the development of songwriting "voice" through the practice of daily writing and co-writing; lectures from visiting pro/hit songwriters; peer, instructor, and pro guests' critiques of songs written; and practical/real world scenario assignments. Recording of selected demos will occur in collaboration with Audio Production students and musicians from the American Federation of Musicians.

**RIM 4100 - Audio Signals and Systems
3 credit hours**

Prerequisite: RI majors – Audio Production candidacy. A thorough study of sound in acoustic and electronic forms, including wave behavior, transducers, and the design and operation of analog and digital systems for detecting, receiving, measuring, manipulating, transmitting, and reproducing sound.

**RIM 4130 - Cyber PR® in the Entertainment
Industry
3 credit hours**

Prerequisite: Admission to candidacy or permission of instructor. Cyber PR® is the process where social media (with engaged behavior), public relations (outreach and some processes), and online and direct -to-fan (D2F) marketing intersect. Explores the many new and entrepreneurial methods, theories, applications (i.e., Topspin and Next Big Sound) and best practices artists and brands employ to create awareness and make connections to consumers via electronic media. Readings, lectures, guest presentations, and professional group projects and experiences.

**RIM 4190 - Introduction to MIDI and Sound
Synthesis
3 credit hours**

(Same as MUTH 4190.) Prerequisites: RI majors - admission to candidacy and RIM 1230 or MUTH 1110; others - RIM 3010, RIM 1230, or MUTH 1110 or

permission of instructor. An introduction to synthesizer programming and the Musical Instrument Digital Interface (MIDI) with emphasis on history, theory, and application. Hands-on activities include synthesizer programming with virtual instruments and MIDI sequencing using a digital audio workstation. Laboratory required.

RIM 4210 - ProTools for Songwriters

3 credit hours

Prerequisites: RI majors - admission to candidacy; others - permission of instructor. Theory and application of audio hardware and software for personal desktop music production. For RIM Music Business and Commercial Songwriting majors and Music majors, specifically Music Education majors. Emphasis on application through hands-on instructional techniques. May not be used as a prerequisite for RIM 4200 nor may it be used for credit by RIM Audio Production majors. Satisfies the music production component of the RIM Commercial Songwriting concentration. Laboratory required.

RIM 4230 - Advanced Cyber PR in the Entertainment Industry

3 credit hours

Prerequisite: B or higher in RIM 4130 or permission of instructor. Applies the process where social media (with engaged behavior), public relations (outreach and some processes), and online marketing intersect. Analyzes, designs, and implements an online-social media marketing plan for an entertainment industry client. Uses existing and developing applications (such as Topspin Media's marketing and sales platform and Next Big Sound's data analysis and monitoring program) to receive basic training. While the promotion of music and entertainment are the focus, the skills and applications taught are transferable to other industries.

RIM 4290 - MIDI Sequencing and Virtual Instruments

3 credit hours

(Same as MUTH 4290). Prerequisites: RI majors - admission to candidacy and RIM 4190/MUTH 4190; others - RIM 4190/MUTH 4190 or permission of instructor. An advanced hands-on course with an emphasis on MIDI sequencing and virtual instruments within Pro Tools, Reason, and other music production software. Drum machines, synthesizers, samplers, and other electronic instruments used to create a commercial music track. Laboratory required.

RIM 4300 - Advanced Pro Tools Techniques

3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 2300; others - permission of instruction (POD). A detailed examination of digital audio workstation (DAW) techniques used in a variety of production environments. Comprehensive in-depth instruction in the use of Pro Tools hardware and software with emphasis on file management, stereo and multitrack editing, tuning, use of plug-ins, and delivery formats. Lab exercises to develop hands-on competency; hands-on proficiencies to assess abilities. Laboratory required.

RIM 4320 - Concert Promotion and Touring

3 credit hours

Prerequisites: RI majors - admission to candidacy; others - RIM 3010 and RIM 3600. An in-depth study of the theoretical and practical aspects of presenting contemporary arts and entertainment performances. Topics include talent acquisition, contracts and riders, production, venues, budgeting, ticket services, and promotion.

RIM 4321 - Advanced Concert Promotion

3 credit hours

Prerequisite: RIM 4320 or permission of instructor. A continuation of RIM 4320. Students create proposals for concert events, critique proposals, select best proposals, and present one or more shows.

RIM 4330 - Sound Reinforcement

3 credit hours

Prerequisite: RI majors - admission to candidacy, RIM 3010 and RIM 4100 or PHYS 1600 or concurrent enrollment in RIM 4100 or PHYS 1600 (corequisite); others - permission of instructor, RIM 3010, and RIM 4100 or PHYS 1600 or concurrent enrollment in RIM 4100 or PHYS 1600 (corequisite). Current technologies and techniques involved in modern sound reinforcement. Topics include club venue and large concert systems. Field work required.

RIM 4333 - Sound System Design and Optimization

3 credit hours

Prerequisite: RIM 4330. Focuses on the concepts and skills required to design, build, measure, and tune a large-format concert sound system. Topics include acoustic transmission, audio measurement tools and techniques, loudspeaker arrays, acoustic prediction software, coverage of performance venues, and the goals and processes for optimizing the system.

Extensive demonstrations and hands-on practice with audio hardware and software provide real-world context for concepts presented in class. Individual participation in discussions and demonstrations expected.

RIM 4335 - Advanced Sound Reinforcement
3 credit hours

Prerequisite: RIM 4330. Provides a more comprehensive view of sound reinforcement and live entertainment that includes rigging fundamentals, entertainment electricity, and event safety. Lectures, guest presentations, in-class participation, and group projects and experiences.

RIM 4390 - Ableton Live Production
3 credit hours

Prerequisite: RIM 4190 or permission of instructor. A hands-on audio production course that introduces the student to Ableton Live and MIDI controllers such as the Ableton Push. Students will acquire and refine digital audio skills used for desktop music production and live performance. Topics include automation, MIDI editing, audio warping, audio to MIDI conversion, making beats, and using Live's virtual instruments.

RIM 4400 - Recording Studio Techniques
3 credit hours

Prerequisites: RI majors - admission to candidacy, RIM 1230 or MUTH 1110, and RIM 2300; others - permission of instructor. Develops understanding of techniques and technology in modern multitrack recording and mixing. Extensive hands-on experience. Laboratory required.

RIM 4420 - Talent Agency Fundamentals
3 credit hours

Prerequisites: Admission to candidacy and RIM 3720 or RIM 4320. Covers fundamentals of the talent agency business. Focuses on the talent agency side of the music industry including the role the booking agent plays in the career development and revenue generation of a music artist. Includes readings, lectures, guest presentations, in-class participation, and group projects and experiences.

RIM 4440 - Critical Listening
3 credit hours

Prerequisites: RI majors - admission to candidacy and previous or concurrent enrollment in RIM 4400; others - permission of instructor. Ear-training and aesthetics for recording engineers. Class activities involve

listening and analysis of master tape and disc formats. Sources include a wide variety of music genres as well as specialized technical ear-training materials. Development of a vocabulary for communication of aural impressions. Introduction to "high-end" audio.

RIM 4480 - Mastering
3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 2300 and RIM 4400; others - permission of instructor. An advanced hands-on approach to the principles and practices of mastering. Focuses on the use of digital audio workstations specially designed for audio mastering and related outboard equipment. Additional focus on surround mastering and DVD authoring. Laboratory required.

RIM 4510 - Study Abroad
1 to 3 credit hours

Prerequisite: Permission of department. Topics related to the recording industry in the country in course delivered. May be taken two times.

RIM 4550 - Hip-hop Music and Culture
3 credit hours

(Same as ANTH 4550 and MUHL 4550.)
Prerequisites: ENGL 1010 and ENGL 1020. An ethnomusicological investigation of how hip-hop reacts to and informs mainstream culture through its primary art forms: music, visual art, and dance. Major themes and issues that cut across hip-hop's history, including issues of style and performance, gender, race, politics, and religion addressed.

RIM 4570 - The Art of Soundtrack Design
3 credit hours

Prerequisites: ENGL 1010 and ENGL 1020.
Examines the creative use of sound in film and theatre through critical listening to various soundtracks. The theory and practice of sound design analyzed and discussed in a lecture-oriented class.

RIM 4575 - Sound Effects Design for Picture
3 credit hours

Prerequisite: RI majors and minors - RIM 2300; others - permission of instructor. Through lecture, demonstration, and hands-on projects, exposes students to approaches, techniques, and considerations when creating sound effects for different visual platforms such as TV, film, game, and Web. Discussions include sound effects: recording, spotting, and layering. Additional topics include sound

design aesthetics, sub-categories of sound effects and session requirements. Hands-on class requires assignments to be outside of class. Laboratory required.

RIM 4580 - Sound for Picture
3 credit hours

Prerequisites: RI majors - admission to candidacy, RIM 2300, and RIM 4400 or concurrent enrollment RIM 4400 (corequisite); others - permission of instructor. In-depth, interactive study of sound and its relationship to picture. Time code, synchronization, workflow, data interchange, sound recording and editing, ADR, Foley, routing structures, sound mixing, and delivery methods. Demonstrations and lab use digital audio workstations and controllers found in professional facilities. Laboratory required.

RIM 4585 - Advanced Sound for Picture
3 credit hours

Prerequisite: RIM 4580 or RIM 4300 or permission of instructor. An in-depth, interactive study of sound mixing approaches for a variety of styles of programming across different media (TV, film, web). In addition to the aesthetic aspects of mixing, discussions will include required deliverables, audio level requirements, sound formats (stereo, surround), synchronization, addressing program timing changes, picture formats, target audience considerations, problem solving, technology, and more. A hands-on class which will require assignments to be completed outside of class (as is the case with most-upper-level studio courses). Laboratory required.

RIM 4590 - Computer Based Scoring for Visual Media
3 credit hours

(Same as MUTH 4590.) Prerequisites: RI majors - admission to candidacy, RIM 4190/MUTH 4190 and either RIM 2300 or RIM 4290/MUTH 4290; others - RIM 4190/MUTH 4190 and either RIM 2300 or RIM 4290/MUTH 4290 or permission of instructor. Writing music for visual media using the capabilities of a computer workstation. Introduces compositional techniques utilizing Macintosh sequencing software and QuickTime video playback in combination with synthesizers and sample playback programs. Concepts include synchronization of music to picture, tempo selection, sound source selection/manipulation, and analysis of the dramatic content of a scene. Laboratory required.

RIM 4600 - Mixing Techniques and Technologies
3 credit hours

Prerequisite: RI majors - RIM 4300 and RIM 4400 or permission of instructor. Advanced application of mixing techniques in a digital multitrack setting. Additional topics include applied critical listening, automation systems, focus and foundation mixing, and the NARAS guidelines for delivery of recorded music projects.

RIM 4620 - Marketing of Recordings
3 credit hours

Prerequisite: RI majors - admission to candidacy; others RIM 3600. Special emphasis on the particular structures and problems involved in the movement of recordings from manufacturer to the buying public. Topics include product marketing, promotion, and distribution.

RIM 4630 - Recording Industry Research
3 credit hours

Prerequisites: RI majors - admission to candidacy, RIM 4620 or MKT 3820, computer literacy, and permission of instructor. Provides hands-on experiences in research in the recording industry. Involvement in group projects to provide music and consumer research services to various clients in the industry. Workshop oriented.

RIM 4640 - Entertainment Branding
3 credit hours

(Same as MKT 4640.) Prerequisites: RIM 4620, MKT 3820, MBAK 6895, or permission of instructor. Provides students with an in-depth understanding of the role and importance of branding in the entertainment industry including the development of branding objectives consistent with both produce and overall marketing objectives. Students will learn how to align a brand with consumers and partners which will be demonstrated through the development of marketing plan relating to an approved entertainment product of their choosing.

RIM 4650 - Multitrack Music Recording
3 credit hours

Prerequisites: RI majors - RIM 2300 and RIM 4400; others - permission of instructor. In-depth study of the technology and techniques of contemporary multitrack music recording. Lectures and labs focus on modern recording techniques, the analog and digital audio hardware/software installed in MTSU recording studios, systemic aspects of recording studios, and

preparation for professional work in the studio environment. Laboratory required.

RIM 4660 - Advanced Music Engineering

3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 4650 or RIM 4651 ; others - permission of instructor; concurrent or previous completion of RIM 4300 recommended. Project-based class emphasizing creative and aesthetic aspects of multitrack music recording. Topics include microphone techniques, session protocols, incorporation of MIDI elements, sample replacement and augmentation, rough mixing, console automation techniques, signal processing, and ear-training for recording engineers. Laboratory required.

RIM 4670 - Studio Production

3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 4300 or RIM 4650 or RIM 4651 ; others - permission of instructor. Laboratory experience and lectures in commercial music, recording techniques, and business designed to develop the abilities needed to become an independent producer of contemporary commercial recordings. Laboratory required.

RIM 4690 - Digital Strategies for the Music Business

3 credit hours

Prerequisite: RIM 4620 or permission of the instructor. Applied theory on promoting the services and products of the music industry via digital channels. Topics include market research, content strategy, creating digital assets, search engine marketing, online advertising, email marketing, mobile marketing, and using data and insights from analytics to optimize digital marketing efforts.

RIM 4700 - Contracts and Legal Issues

3 credit hours

Prerequisites: RI majors- admission to candidacy and RIM 3700; others RIM 3600 and RIM 3700. An overview of legal problems encountered in the recording industry with specific attention to contractual considerations in recording and producing.

RIM 4720 - Record Retail Operation

3 credit hours

Prerequisites: RI majors - admission to candidacy and MKT 3820 or RIM 4620; others RIM 3600 and MKT

3820. Problems and practices of recording industry retailers, including pricing, inventory control, advertising, operations, and retail locations for audio and video recordings and printed music.

RIM 4730 - The A&R Function

3 credit hours

Prerequisites: RI majors- completion of concentration sub-core. Role and responsibilities of a record company's artist and repertoire department. Emphasis on finding and guiding an artist as well as the administration of the production and marketing of a project.

RIM 4740 - Studio Business Operations

3 credit hours

Prerequisite: RI majors - admission to candidacy; others - permission of instructor. Applications course involving the administrative functions of recording studio operations, including accounting, marketing, personnel, planning, and computer applications.

RIM 4800 - Understanding the Nashville Music Business-Past and Future

3 credit hours

Prerequisites: Concurrent with or subsequent to RIM 4000 or RIM 4010. Acquaints interns and students working in the Nashville music industry with industry practices through a historic perspective and through conducting a research project.

RIM 4810 - Topics in Recording Industry

1 to 3 credit hours

Prerequisite: RI majors - admission to candidacy. Examination and critical evaluation of current issues related to the operation and function of various aspects of the recording industry. Subject matter varies. Course may be repeated one time for additional credit.

RIM 4820 - Record Label Operations

3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 4620 or MKT 3820. Day-to-day marketing tasks conducted onsite for a record label offer students training on the practical application of the latest marketing software. Must be able to travel to Music Row and commit to 10 hours per week at a record label.

RIM 4830 - Recording Studio Maintenance

3 credit hours

Prerequisites: RI majors - admission to candidacy,

MATH 1710 or higher level math (MATH 1010 will not fulfill this requirement), or permission of instructor; others - permission of instructor. Focuses on studio maintenance and troubleshooting techniques. Includes soldering, wiring standards, machine alignment, and system architecture. Laboratory required.

**RIM 4840 - Music Publishing Administration
3 credit hours**

Prerequisites: RIM 3600, RIM 3900, or permission of instructor. Common relationships between music publishers and the community of the music industry as it relates to the licensing and protection of copyrighted materials.

RIM 4900 - Individual Problems in the Recording Industry

1 to 3 credit hours

Prerequisites: RI majors - admission to candidacy, approved application, and permission of department. Advanced project in production or music business. Students submit applications to production and technology or music business faculty committees. Once approved, a determination is made as to credit to be awarded. Project is reviewed by a panel of three faculty members to determine grade. No more than three credits toward the major are allowed.

**RIM 4910 - Advanced Production Seminar
3 credit hours**

Prerequisites: RI majors - admission to candidacy and permission of instructor only. The conceptualization, management, and production of a specific program format integrating theory and skills from other EMC/RIM courses. Sports, music, and drama are probable topics. Topics will vary by semester offering.