

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 complete all major course requirements with a grade of C (2.00) or better. 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.

Media and Entertainment, Interdisciplinary Media, B.S.

An interdisciplinary concentration across the College of Media and Entertainment, the Interdisciplinary Media concentration uses the college core and then provides students with options across the college in history, writing, technology, aesthetics, and digital literacy. Students choose an area of emphasis that reflects their professional interests.

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 Media and Entertainment.
- 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 Media and Entertainment Majors)

College of Media and Entertainment

Students majoring in Media and Entertainment 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 Journalism 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 and Strategic Media or the chairs of Media Arts 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 Media and Entertainment 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.

Journalism, Public Relations, or Media Management areas require an additional three (3) hours from ACTG 2110 or ACTG 3000.

Journalism 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 3090 - Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**

Electives (6 hours)

- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- EMC 3510 - Mass Media and American Culture **3 credit hours**
- EMC 4210 - Mass Communication and Society **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4510 - Media History and Culture **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- VFP 3570 - Broadcast Announcing and Performance **3 credit hours**
- VFP 4020 - Screenwriting II **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 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **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**

Total hours: 21

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 3170 - Strategic Communication Writing for Advertising **3 credit hours**
- ADV 3480 - Media Strategy and Buying **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- EMC 4210 - Mass Communication and Society **3 credit hours**
- EMC 4790 - Global News and World Media Cultures **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4510 - Media History and Culture **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 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**
- VFP 3570 - Broadcast Announcing and Performance **3 credit hours**
- VFP 4020 - Screenwriting II **3 credit hours**
- VFP 3020 - Screenwriting I **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 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **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
- VFP 2410 - History of American Television **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**
- JOUR 4780 - Media and Markets **3 credit hours**

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

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

Total hours: 21

Media and Entertainment, Interdisciplinary Media, B.S.

College of Media and Entertainment

An interdisciplinary concentration across the College of Media and Entertainment, Interdisciplinary Media uses the college core and then provides students with options across the college in history, writing, technology, aesthetics, and digital literacy. Students choose an area of emphasis that reflects their professional interests.

NOTE: *Majors must complete all major course requirements with a grade of C (2.00) or better.*

Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Media and Entertainment who intend to pursue a master's degree in Media and Communication may apply to participate in the Accelerated Bachelors/Masters (ABM) Program. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Students admitted to an ABM pathway must meet all pathway requirements to be admitted to the graduate program. Upon completion of the ABM Pathway, the student must apply and be accepted for admission to the graduate program. For more information about the ABM pathway, see the Graduate Catalog. **NOTE:** *Applications for this ABM pathway are no longer being accepted. Current ABM students may complete the pathway in place at the time of application.*

Academic Map

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

Media and Entertainment, Interdisciplinary Media, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	45 hours*
Minor	15-18 hours
Electives	16-22 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

General Education (41 hours)

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

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (45 hours)

Required (12 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 (may be counted in General Education)**
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours**

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

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

History (3 hours)

Choose one:

- RIM 3000 - History of the Recording Industry **3 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4510 - Media History and Culture **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**

- 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**

- Approved elective **3 credit hours**

Media Technology (9 hours)

Choose three:

Section A

- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**

Section B

- JOUR 2132 - Video Journalism Practices **3 credit hours**

Section C

- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3200 - Still Digital Imaging **3 credit hours**

Section D

- RIM 1230 - Commercial Musicianship **3 credit hours**
- RIM 3300 - Digital Audio Technology **3 credit hours**

- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**

Section E

- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**

Section F

- VFP 1060 - Basic Video Production **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**

- Approved elective **3 credit hours**

Advanced Writing (3 hours)

Choose one:

- ADV 3170 - Strategic Communication Writing for Advertising **3 credit hours**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- Approved elective **3 credit hours**

Media and Society (3 hours)

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **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 4820 - Race, Gender, and Class in Media **3 credit hours**

- 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**

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

Area of Emphasis (15 hours)

Choose five courses, including electives. No more than 6 credit hours or two courses may be chosen in one prefix.

Entertainment Media

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

- ANIM 2300 - Introduction to 3D Animation **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 4950 - Advanced Seminar-Interactive Media **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours**
- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4570 - The Art of Soundtrack Design **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3200 - Sports Media Relations **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**
- Approved elective **3 credit hours**

Entrepreneurial Media

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 4230 - Case Studies in Strategic Communication **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours**
Approved Topics: Online Marketing and Search Engine Optimization and Content Strategy and Content Management
- ENTR 2900 - Entrepreneurship **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- RIM 3690 - International Entertainment Transactions **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4640 - Entertainment Branding **3 credit hours**
- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**
- Approved elective **3 credit hours**

Choose Your Own Path

- Five courses
- Must follow prerequisites (or have permission of instructor)
- Only one course at the 1000/2000 level
- No more than 9 credit hours/3 courses in one prefix
- Students who qualify may consider this program as part of the Accelerated Bachelor's to Master's program (ABM).
- Internship from 1 to 3 credit hours is an option for this path.

Note:

*Courses selected from required course lists may not be reused for area of emphasis.

Minor (15-18 hours)

Students may minor any University-approved minor. However, minors in journalism, advertising, public relations, visual communication, animation, video/film production, interactive media, media management, photography, or mass communication are recommended.

Electives (16-22 hours)

Curriculum: Media and Entertainment, Interdisciplinary Media

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

Freshman Fall

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)

- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- Humanities and/or Fine Arts **3 credit hours**
- Mathematics **3 credit hours**

Subtotal: 15 Hours

Freshman Spring

- 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**

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Media Technology **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- 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**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- 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**

- Elective **3 credit hours**
- Natural Sciences **4 credit hours**
- Advanced Writing **3 credit hours**
- Minor course **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- History **3 credit hours**
- Minor course **3 credit hours**
- Media Technology **3 credit hours**
- Area of emphasis **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 hours

Junior Spring

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

- Area of emphasis **6 credit hours**
- Minor course **3 credit hours**
- Media Technology **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- Elective **3 credit hours**
- Minor courses **6 credit hours**
- Area of emphasis **3 credit hours**
- Media and Society **3 credit hours**

Subtotal: 15 Hours

Senior Spring

- Area of emphasis **3 credit hours**
- Electives **7 credit hours**
- Minor course or elective **3 credit hours**

Subtotal: 13 Hours

Journalism and Strategic Media

Greg Pitts, Director

Alligood, Asthana, Bacon, Blake, Bodle, Burriss, Coleman, Cruikshank, C. Eschenfelder, D. Eschenfelder, Farwell, Fitzgerald, Foss, Haines, Liseblad, Loubere, Marcellus, Park, Reineke, Sarabia-Panol, Taylor, Woodard

The School of Journalism and Strategic Media offers coursework leading to the Bachelor of Science with a major in Journalism and concentrations in Advertising-Public Relations, Media Studies, Sports Media, and Visual Communication. Classes are designed to develop three important skill areas for all students: writing, digital skills, and critical thinking. A total of 47 hours of coursework is required for most majors in the School of Journalism and Strategic Media. A minimum of 72 hours must be taken outside the School of Journalism and Strategic Media. Students majoring in Journalism should pursue minors outside the School of Journalism and Strategic Media. Students outside the school may choose the following minors in the School of Journalism and Strategic Media: Journalism, Advertising, Public Relations, Sports Media, and Visual Communication.

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 and Strategic Media will not normally grant transfer credit for courses taken at institutions not accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Advertising Minor

Journalism and Strategic Media

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

Journalism and Strategic Media

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 (excludes JOUR 3580 or JOUR 4000) **3 credit hours**

- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3430 - Radio News Reporting **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.

Journalism and Strategic Media
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.

Students in advertising orient toward either the creative or management side of the business with students making class selections within the concentration. 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
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in General Education)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 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)**

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**
- 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 and Strategic Media **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 Strategic Media and the Department of Media Arts

Electives (14-20 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of approved coursework from outside SOJSM or Department of 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.

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** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- Mathematics **3 credit hours**
- Elective **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

- 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 **9 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 **3 credit hours**
- Minor/elective course **3 credit hours**
- JOUR 4250 - Mass Media Law **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.

Journalism and Strategic Media

615-898-2814

Hanna Park, program coordinator

Hanna.Park@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
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in General Education)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

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 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4210 - Mass Communication and Society **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 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
- Approved School of Journalism and Strategic Media 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 Strategic Media and the Department of Media Arts with advisor approval; students may wish to consider a minor in the Jennings A. Jones College of Business.

Electives (14-20 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of approved coursework from outside SOJSM or Department of 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.

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** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- Mathematics **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences **4 credit hours**
- Electives **6 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 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 **12 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 4250 - Mass Media Law **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**
- Electives **8 credit hours**
- Minor or elective course **3 credit hours**

Subtotal: 28-31 Hours

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

Journalism and Strategic Media
615-898-2814

Hanna Park, program coordinator
Hanna.Park@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
Major Requirements	59 hours*
Minor	15-18 hours
Electives	2-8 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (59 hours)

School of Journalism and Strategic Media 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**
(may be counted in General Education)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4250 - Mass Media Law **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 - Entertainment Intellectual Property I **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 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **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**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- Approved School of Journalism and Strategic Media elective **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 and Strategic Media 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 Strategic Media and Department of Media Arts with advisor approval; students may wish to consider a minor in the Jennings A. Jones College of Business.

Electives (2-8 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of approved coursework from outside SOJSM or Department of Media Arts courses.

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** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- 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**
- 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

- 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 **9 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 - Entertainment Intellectual Property I **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 4250 - Mass Media Law **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 course **3 credit hours**

Subtotal: 29-31 Hours

Journalism, B.S.

Journalism and Strategic Media

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
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in **General Education**)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

Journalism Requirements (12 hours)

- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**

Conceptual (9 hours)

Select three:

- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- 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**
- 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 4510 - Media History and 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**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Or an approved School of Journalism and Strategic Media elective **3 credit hours**

Professional Topics (12 hours)

Select four:

- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **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**

- 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 Strategic Media and the Department of Media Arts with advisor approval.

Electives (14-20 hours)

- 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.

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)
- Humanities and/or Fine Arts **3 credit hours**
- Mathematics **3 credit hours**
- Natural Sciences **4 credit hours**
- Electives **6 credit hours**

- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- 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 - Radio News Reporting **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 4440 - Advanced Reporting **3 credit hours**
- Elective **3 credit hours**
- Minor courses **6 credit hours**
- JOUR conceptual requirement **9 credit hours**
- JOUR professional topic **3 credit hours**
- 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 4250 - Mass Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Minor course **3 credit hours**
- Minor or elective course **3 credit hours**
- Electives **8 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.

Journalism and Strategic Media
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
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meet General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in General Education)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

Writing/Research/Design/Professional (12-15 hours)

Choose two (6 hours):

- ADV 3020 - Principles of Advertising **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**

Choose 6-9 hours:

Complete at least 6 but not more than 9 hours from the course offerings below:

- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- ADV 3520 - Special Topics in Professional Issues **3 credit hours** OR
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours** OR
- PR 3520 - Special Topics in Professional Issues **3 credit hours**

Conceptual Requirements (18-21 hours)

Choose courses from this list to total at least 18 hours or a maximum of 21 hours; at least 9 hours must be JOUR or ADV hours:

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3070 - Introduction to Social Media Practice **3 credit hours**
- JOUR 3250 - Children and Media **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4510 - Media History and Culture **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**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4810 - Global Comparative Media Systems **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- COMM 2100 - Introduction to Human Communication **3 credit hours**
- COMM 2140 - Introduction to Organizational Communication **3 credit hours**
- COMM 2560 - Intercultural Communication **3 credit hours**
- COMM 3220 - Small Group Communication **3 credit hours**
- COMM 3225 - Gender Communication **3 credit hours**
- COMM 3650 - Conflict in Communication **3 credit hours**
- COMM 4200 - Communication in the Global Workplace **3 credit hours**
- SPM 3100 - Diversity in Sports Media **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**

Minor (15-18 hours)

- Selected from **outside** the School of Journalism and Strategic Media and the Department of Media Arts with advisor approval.

Electives (14-20 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of coursework from outside SOJSM or Department of 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.

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)
- 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** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- 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** OR
- ENGL 2030 - The Experience of Literature **3 credit hours** OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours**

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **6 credit hours**
- Conceptual requirement **3 credit hours**
- Writing/Research/Design/Professional **6 credit hours**

Subtotal: 31 Hours

Junior

- 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**

- Writing/Research/Design/Professional **6 credit hours**
- Conceptual Requirement **12 credit hours**
- Electives **6 credit hours**
- Minor course **3 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4250 - Mass Media Law **3 credit hours**
- Conceptual Requirement **3 credit hours**
- Conceptual Requirement or elective **3 credit hours**
- Writing/Research/Design/Professional **3 credit hours**
- Minor courses **6 credit hours**
- Minor or elective course **3 credit hours**
- Electives **5 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)**

Subtotal: 28 Hours

Journalism, Sports Media Concentration, B.S.

Journalism and Strategic Media

615-898-2814

Chris Bacon, program coordinator

Chris.Bacon@mtsu.edu

The Sports Media concentration offers students from **all** majors an opportunity to gain additional exposure in the sports industry and its impact on society. This emphasis can be beneficial for students who wish to pursue sports careers in print/online media, public relations, promotions, marketing communications, and broadcast journalism. **Students should check the prerequisites for each course.**

Academic Map

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

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

Degree Requirements

General Education	41 hours
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in **General Education**)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

Sports Media Concentration (15 hours)

- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3100 - Diversity in Sports Media **3 credit hours**
- SPM 3200 - Sports Media Relations **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**

Conceptual Requirements (9 hours)

Choose three:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4510 - Media History and Culture **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**

Professional Topics (9 hours)

Choose three:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 2132 - Video Journalism Practices **3 credit 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**
- VCOM 2950 - Visual Communication Applications **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**

- VCOM 4010 - Information Design **3 credit hours**
- Approved College of Media and Entertainment elective **3 credit hours**

Minor (15-18 hours)

- Selected from **outside** the School of Journalism and Strategic Media and the Department of Media Arts with advisor approval.

Electives (14-20 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of coursework from outside SOJSM or Department of 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.

Curriculum: Journalism, Sports Media

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 Fall

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- 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) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
- Elective **3 credit hours**
- Mathematics **3 credit hours**

Subtotal: 15 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **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**
- Humanities and/or Fine Arts **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Sophomore 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)

- SPM 2100 - Media and Sports **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor course **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- Minor course **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- 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**
- SPM 3100 - Diversity in Sports Media **3 credit hours**
- Minor **3 credit hours**
- School conceptual requirement **6 credit hours**

Subtotal: 15 Hours

Junior Spring

- JOUR 4440 - Advanced Reporting **3 credit hours**
- SPM 3200 - Sports Media Relations **3 credit hours**
- School conceptual requirement **3 credit hours**
- Minor **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Minor **3 credit hours**
- Electives **5 credit hours**
- School professional topic **3 credit hours**

Subtotal: 15 Hours

Senior Spring

- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour required)**
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour required)**

- School professional topic **6 credit hours**
- Elective **3 credit hours**
- Minor or elective **3 credit hours**

Subtotal: 13 Hours

Journalism, Visual Communication Concentration, B.S.

Journalism and Strategic Media

615-898-2814

Leslie Haines, program coordinator

Leslie.Haines@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
Major Requirements	47 hours*
Auxiliary Courses	9 hours
Minor	15-18 hours
Electives	5-11 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (47 hours)

School of Journalism and Strategic Media 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**
(may be counted in General Education)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Skills **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

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 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4510 - Media History and Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **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**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- Approved School of Journalism and Strategic Media 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 Strategic Media and the Department of Media Arts with advisor approval.

Electives (5-11 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 72 hours of approved coursework from outside SOJSM 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.

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** (Soc/Beh Sci) OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- 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**

- Elective **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**
- 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 **9 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 4250 - Mass Media Law **3 credit hours**
- 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 **6 credit hours**
- Minor/elective course **3 credit hours**

Subtotal: 28 Hours

Public Relations Minor

Journalism and Strategic Media

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**

Sports Media Minor

Journalism and Strategic Media

The Sports Media minor requires 18 hours and is an opportunity for students in other disciplines to develop specialized writing skills and learn about important issues in the sports media industry. The courses examine the role of sports and sports media in culture, how the presentation of sports in media has evolved, and how to effectively write for media.

Required Courses (18 hours)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3100 - Diversity in Sports Media **3 credit hours**
- SPM 3200 - Sports Media Relations **3 credit hours**

Visual Communication Minor

Journalism and Strategic Media

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 - Video Journalism Practices

3 credit hours
Prerequisite: EMC 1020/JOUR 1020/RIM 1020. Video journalism techniques and skills necessary to arrange, shoot, edit, and produce a television or video news story. Field production techniques covered include 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 2800 - Journalism and Media Topics

1 to 3 credit hours Examines a specific topic in the field of journalism or media. Variable credit. Topic and available academic credit will be announced prior to scheduling of the class. May include Study Abroad; Study Abroad fees may apply.

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 3250 - Children and Media

3 credit hours Explores media content created for and by children, examining the many ways that graphic novels, music, social media, videos, and other forms of media influence the way that kids see the world. Topics include history of the child consumer; children's marketing; ethics in children's media; constructions of gender, race, ability; and other positions of intersectionality, role-playing, identity, and video games, and other salient topics in this area.

JOUR 3430 - Radio News Reporting

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. Three-hour lecture.

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, outline writing, and page design.

JOUR 3500 - Video Reporting and Editing

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 reporting video news. Attention given to on-the-air presentation. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

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 3560 - Podcasting in Journalism

3 credit hours Prerequisites: JOUR 2720 and JOUR 3430 or permission of instructor. Develop skills in creating audio journalism products and podcasts. Hands-on practice in research, news gathering, interviewing, writing, reporting, audio recording and editing. Includes discussion of legal and ethical considerations of audio journalism and podcasting.

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 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 VFP 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 3850 - Crime, Gender, and Media

3 credit hours Addresses origin and history of "rape myths" and crime-related legislation as contextually-situated, gender disparities in the "cultivation of fear," sex trafficking, intimate partner violence, and other topics as constructed in media messages about crime, criminals, victimization, and the prison system, positioned across the inequality of various social intersections.

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 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 reporting, emphasis on coverage of public affairs-related assignments or other relevant topics, including an introduction to interpretive and investigative reporting techniques.

JOUR 4510 - Media History and Culture

3 credit hours Viewing history as the study of change across time, examines "new media" from different periods (symbols, writing, printing, telecommunications, Internet) and their role in shaping journalism and media content historically. Includes discussion of alternative media, including the Black Press and Woman Suffrage Press.

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 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 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 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 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.

Sports Media

SPM 2100 - Media and Sports

3 credit hours Covers the relationships between the sports industry, athletes, media, and audience. Students will develop literacy and critical-thinking skills about the sports industry and its relationship with the media.

SPM 3100 - Diversity in Sports Media

3 credit hours Prerequisite: SPM 2100 or permission of instructor. Diversity issues in the sports media industry as they relate to race, ethnicity, gender, social class, sexuality, and physical ability/disability.

SPM 3200 - Sports Media Relations

3 credit hours Prerequisite: SPM 2100 or permission of instructor. A look at the relationship between sports media relations, media outlets, and the teams/organizations they represent.

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 Introduces industry-standard graphics applications used for print, Web, and digital publication; discusses typography, design, and color theory; overview of publication procedures. Combined lecture/lab.

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

Bowen, Chilsen, Dean, Elliott, Gomez, Gordon, Heigle, Heinrich, Kalwinsky, Lewis, McNulty, Neff, O'Neill, Randol, Sultan, Trundle

The Department of Media Arts provides students with hands-on opportunities to learn by doing, and reinforces this with a foundation of history and theory in each field taught. Students are provided opportunities to develop their individually unique skills, strengths, and interests to become competent and competitive in their chosen career paths. Faculty in the department nurture a culture of collaboration and creativity and believe that understanding and imagination are the key elements of successful and rewarding careers in media and entertainment industries.

Media Arts offers five programs of study:

- Video and Film Production, B.S.
- Animation, B.S.
- Interactive Media, B.S.
- Media and Entertainment, Photography Concentration, B.S.
- Media and Entertainment, Media Management, B.S.

Each of these five programs is also offered as a minor.

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; two production studios including a 3,000 square foot TV/film studio; video editing facilities; an animation lab with a render farm; an interactive media lab with virtual and augmented reality facilities; a foley 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 cocurricular opportunities for all of its students including industry-specific student organizations that make films, produce television programs, make animation, compete in esports, go on photo safaris, and more. The department also offers a unique varsity team for live television production whose work is frequently distributed nationwide.

Each of the Media Arts programs requires admission to candidacy upon completion of 45 semester hours of university-level coursework. Specific requirements are listed by program. Many of the department's upper-division courses require admission to Media Arts candidacy to enroll.

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.

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 - American Media and Social Institutions
- EMC 2120 - Sight, Sound, and Motion
- EMC 4250 - Mass Media Law
- EMC 4800 - Seminar in Media Issues
- VFP 2410 - History of American Television

See Honors College for more information.

Animation Minor

Media Arts

The Animation minor requires the completion of 17 credit hours.

Required (17 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**
- ANIM 2300 - Introduction to 3D Animation **3 credit hours**
- ANIM 3000 - History of Animation **3 credit hours**

- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

- ANIM 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours)** OR
- VFP 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours)**

Animation, B.S.

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.

In addition to supplemental classes, students take a six-semester sequence of courses (fall and spring) focused in 3D animation. The final two semesters of the six-semester sequence culminate in a two-semester capstone experience in which each student creates a project of their own design to serve as a primary item in their creative portfolios.

The major requires a minor in Art as described below.

Notice to Transfer Students: MTSU's Animation degree program is designed as a four-year, eight-semester program. Most of the courses must be taken in a strict sequence. To graduate in four years, students must follow the prescribed sequence of classes described below. ART 1610 - Two-Dimensional Design, ART 1620 - Drawing I, and PHOT 1050 - Basic Digital Photography and Imaging must be completed in the Freshman year. Even with transferring those credits, the student may be excessively burdened with animation classes the first semester sophomore year. ANIM 2300 - Introduction to 3D Animation must be taken no later than the first semester of the sophomore year. Transferring to MTSU's Animation program later than the first semester of the Sophomore year will definitely require extra semesters to complete the program. Contact an MTSU academic advisor for more information.

NOTE: Majors must complete all major course requirements with a grade of C (2.00) or better.

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. Passing grade in EMC 1010
3. Grade of C (2.00) or better in each of the following *pre-candidacy* courses:
 - ART 1610
 - ART 1620
 - ANIM 1300
 - ANIM 2300
 - ANIM 3040/VFP 3040
 - PHOT 1050/EMC 1050Minimum overall GPA in pre-candidacy coursework of 2.50.
3. In addition to the above requirements, candidacy will be granted to students earning a score of 90 or better on the Animation Candidacy Evaluation. A limited number of additional students may be granted candidacy based upon candidacy score and available resources.
4. Animation Candidacy Evaluation uses a 100-point scale composed of 60 percent portfolio review and 40 percent grade point average (GPA) on required pre-candidacy courses.
 - a. The student's portfolio may be composed of work from classes and personal projects. Portfolios will be scored on a 60-point scale. Suggested work samples include
 1. traditional art such as drawing, painting, sculpture, photography, graphic design, etc.,
 2. still digital art,
 3. animation of any form or format,
 4. other creative work to demonstrate the student's creative and aesthetic competency as it applies to the fields of Animation.
 - b. The student's GPA for required pre-candidacy courses will be multiplied by 10 for a maximum score of 40 points.

Academic Map

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

Degree Requirements

General Education	41 hours
Major Requirements	58 hours
<i>College Core Requirements</i>	<i>9 hours*</i>
<i>Major Requirements</i>	<i>49 hours</i>
Minor (Art or Interactive/Illustration)	18 hours
Computer Literacy Requirement	3 hours
Electives	0-3 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (58 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 be counted in General Education)

- VFP 2020 - Scripts for Media **3 credit hours**

- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- 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**

Animation Requirements (49 hours)

- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**
- ANIM 2300 - Introduction to 3D Animation **3 credit hours** *
**Must be taken no later than first semester of the sophomore year*
- ANIM 3000 - History of Animation **3 credit hours**
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- ANIM 3330 - Animation and Rigging **3 credit hours**
- ANIM 4310 - Animation and Performance **3 credit hours**
- ANIM 4400 - Animation Capstone I **3 to 4 credit hours (4 credit hours)**
- ANIM 4405 - Professional Practices in Animation **2 credit hours**

- ANIM 4410 - Animation Capstone II **3 to 4 credit hours (4 credit hours)**
- Media and Entertainment upper-division elective **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 3001 - Success in Media Arts **1 credit hour**
- VFP 1060 - Basic Video Production **3 credit hours**

- ANIM 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours)** OR
- VFP 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours)**

- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours**

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

- ENGL 3870 - Film History **3 credit hours** OR
- ENGL 3885 - Topics in Gender and Film **3 credit hours** OR
- JOUR 4240 - Television, Culture, and History **3 credit hours** OR
- JOUR 4510 - Media History and Culture **3 credit hours** OR
- PHOT 3040 - History of Photography **3 credit hours** OR
- VCOM 3810 - History of Visual Communication **3 credit hours** OR
- VFP 3000 - History of American Cinema **3 credit hours**

Minor (18 hours)

Choose from Art Minor or Interactive/Illustration Minor.

Computer Literacy Requirement (3 hours)

- CSCI 1150 - Computer Orientation **3 credit hours**

Electives (0-3 hours)

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

- ART 1610 - Two-Dimensional Design **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- VFP 1060 - Basic Video Production **3 credit hours**

- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- EMC 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: 16 Hours

Freshman Spring

- ANIM 1300 - Animation and the Illusion of Motion **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours**
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- ANIM 2300 - Introduction to 3D Animation **3 credit hours**
- ART 1630 - Three-Dimensional Design **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)

- 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)

- VFP 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours required)** OR
- ANIM 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours required)**

Subtotal: 16 Hours

Sophomore Spring

- ART 1640 - Drawing II **3 credit hours** OR
- ART 1650 - Foundations of Digital Art and Design **3 credit hours**

- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- Natural Sciences **4 credit hours**
- VFP 2020 - Scripts for Media **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: 16 Hours

Junior Fall

- ANIM 3000 - History of Animation **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**

- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- 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**

- ANIM 3330 - Animation and Rigging **3 credit hours**
- ART or Interactive/Illustration minor course **3 credit hours**

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

Subtotal: 16 Hours

Junior Spring

- ANIM 4310 - Animation and Performance **3 credit hours**
- ART or Interactive/Illustration minor **3 credit hours**
- Media and Entertainment UD elective **3 credit hours**
- History/Theory course **3 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 16 Hours

Senior Fall

- ANIM 4400 - Animation Capstone I **3 to 4 credit hours (4 credit hours required)**
- ANIM 4405 - Professional Practices in Animation **2 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: 12 Hours

Senior Spring

- ANIM 4410 - Animation Capstone II **3 to 4 credit hours (4 credit hours required)**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Elective **3 credit hours**

Subtotal: 13 Hours

Interactive Media Minor

Media Arts

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**

- IAM 2500 - Survey of Interactive Media **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**

Elective (3 hours)

Choose one:

- EMC 4250 - Mass Media Law **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**
- IAM 3250 - Gender and Representation in Interactive Media **3 credit hours**
- IAM 3560 - Order, Disorder, and Change in Digital Societies **3 credit hours**
- IAM 3610 - Fundamentals of Game Theory and Design **3 credit hours**
- IAM 3950 - Content Strategy and Management **3 credit hours**
- IAM 4350 - User Experience Fundamentals **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**

Interactive Media, B.S.

Media Arts

Todd O'Neill

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The **Interactive Media** 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, virtual and augmented reality, 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: Majors must complete all major course requirements with a grade of C (2.00) or better.*

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Passing grade for EMC 1010
3. Grade of B (3.00) or better in each of the following:
EMC 1020/RIM 1020/JOUR 1020
IAM 2500
IAM 3060
Math course satisfying General Education requirements
3. Grade of C (2.00) or better in ENGL 1010 and ENGL 1020.

Academic Map

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

Interactive Media, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	53 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Interactive Media Requirements</i>	<i>41 hours</i>
<i>Mgmt./Marketing/Entrepreneurship</i>	<i>3 hours</i>
Minor	15-18 hours
Electives	8-14 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (53 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 be counted in General Education)

- IAM 3060 - Writing for Interactive Experiences **3 credit hours**

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

Interactive Media Requirements (41 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 3001 - Success in Media Arts **1 credit hour**
- IAM 2500 - Survey of Interactive Media **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**
- IAM 3610 - Fundamentals of Game Theory and Design **3 credit hours**
- EMC 4000 - Media Internship **1 to 3 credit hours (3 credit hours required)**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**
- IAM 4460 - Interactive Media Capstone **3 credit hours (3 credit hours required)**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**

- EMC 4800 - Seminar in Media Issues **3 credit hours** OR
- IAM 4950 - Advanced Seminar-Interactive Media **3 credit hours**

Choose two:

- IAM 3250 - Gender and Representation in Interactive Media **3 credit hours**
- IAM 3560 - Order, Disorder, and Change in Digital Societies **3 credit hours**
- IAM 3850 - Online Strategy and Search Engine Optimization **3 credit hours**
- IAM 3950 - Content Strategy and Management **3 credit hours**
- IAM 4350 - User Experience Fundamentals **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 (8-14 hours)

Curriculum: Interactive Media

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

Freshman

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- 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)
- IAM 2500 - Survey of Interactive Media **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: 31 credit hours

Sophomore

- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- IAM 3610 - Fundamentals of Game Theory and Design **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Minor course **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)

Subtotal: 32 credit hours

Junior

- EMC 3001 - Success in Media Arts **1 credit hour**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**
- Minor courses **6 credit hours**
- Minor course/elective **3 credit hours**

- IAM elective **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media 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: 28 Hours

Senior

- EMC 4000 - Media Internship **1 to 3 credit hours (3 credit hours required)**
- IAM 4460 - Interactive 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**
- Minor course **3 credit hours**
- IAM elective **3 credit hours**
- Upper-division elective **3 credit hours**
- Electives **8 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours** OR
- IAM 4950 - Advanced Seminar-Interactive Media **3 credit hours**

Subtotal: 29 Hours

Media and Entertainment, Media Management, B.S.

Media Arts

615-898-2203

Tom Neff, program coordinator

Tom.Neff@mtsu.edu

The **Media Management** concentration in the Media and Entertainment, B.S., degree offers preparation for work in behind-the-scenes areas of media operations such as broadcasting, distribution, network operations, production, management, marketing, and sales. The program builds upon a foundation of media history and theory with practical studies and experiences in media business. The curriculum presents a combination of media-specific courses and basic business courses, along with media aesthetics, creative production, and current practices in digital media. Senior students are challenged to manage an aspect of an actual media operation in the senior capstone course and to prepare a case study of those experiences to enhance their learning and serve as portfolio pieces to help launch their careers.

Media Management is a good fit for students who like being involved with media production but prefer the organizational, management, or business aspects of the work. Primary career paths include media management, media marketing, media production, media operations, and media sales to name a few. There are media management positions in every organizations that deals with media.

NOTE: *Majors must complete all major course requirements with a grade of C (2.00) or better.*

Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Media and Entertainment who intend to pursue a master's degree in Media and Communication may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Students admitted to an ABM pathway must meet all pathway requirements to be admitted to the graduate program. Upon completion of the ABM pathway, the student must apply and be accepted for admission to the graduate program. For more information about the ABM pathway, see the Graduate Catalog. **NOTE:** *Applications for this ABM pathway are no longer being accepted. Current ABM students may complete the pathway in place at the time of application.*

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. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
VFP 2020, IAM 3060, or JOUR 2710
VFP 2410
EMC 2120
Math course satisfying General Education requirements
3. Grade of C (2.00) in ENGL 1010 and ENGL 1020.

Academic Map

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

Media and Entertainment, Media Management, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	54 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Media Management Requirements</i>	<i>45 hours</i>
Minor	15-18 hours
Electives	7-13 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

General Education (41 hours)

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

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (54 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 be counted in **General Education**)

- VFP 2020 - Scripts for Media **3 credit hours** OR
- IAM 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 (45 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 3750 - Producing for Film and Television **3 credit hours**
- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- EMC 4960 - Capstone Course for Media Management **3 credit hours**

- IAM 3065 - Audiences and Messaging **3 credit hours**
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- FIN 3000 - Survey of Finance **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**

Choose one:

- ENTR 2900 - Entrepreneurship **3 credit hours**
- ENTR 3600 - Innovation Acceleration **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**

Minor (15-18 hours)

Electives (7-13 hours)

Curriculum: Media and Entertainment, 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 Fall

- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- MATH (Math) **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**

Subtotal: 16 Hours

Freshman Spring

- 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**

- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- VFP 1060 - Basic Video Production **3 credit hours**

Subtotal: 15 Hours

Sophomore 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)

- VFP 2410 - History of American Television **3 credit hours**
- Natural Science **4 credit hours**
- Elective **3 credit hours**

- VFP 2020 - Scripts for Media **3 credit hours** OR
- IAM 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC elective **3 credit hours**
- Natural Science **4 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: 16 Hours

Junior Fall

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3750 - Producing for Film and Television **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Junior Spring

- FIN 3000 - Survey of Finance **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- Minor course **3 credit hours**

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

Choose one:

- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**
- ENTR 2900 - Entrepreneurship **3 credit hours**
- ENTR 3600 - Innovation Acceleration **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- Minor courses **6 credit hours**
- Elective **1 credit hour**

Subtotal: 13 Hours

Senior Spring

- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- EMC 4430 - Media Management **3 credit hours**
- EMC 4960 - Capstone Course for Media Management **3 credit hours**
- Minor course **3 credit hours**
- Minor course/elective **3 credit hours**

Subtotal: 13 Hours

Media and Entertainment, Photography Concentration, B.S.

Media Arts

615-898-5628

Jonathan Trundle, program coordinator

Jonathan.Trundle@mtsu.edu

The Photography program combines aesthetic and technical skills with a foundation of photographic theory and history to prepare students for careers in commercial photography, creative/artistic photography, and documentary photography.

The Photography program is housed in a modern freestanding building with secured, ID card swipe access for students. Facilities include two digital classrooms with camera obscuras, a digital lab with scanners and printers, a spacious studio with an infinity wall (cyclorama), a large tabletop studio, two traditional darkrooms with enlargers and sinks, an alternative process darkroom, and a student photo gallery.

The Photography program is home of the Baldwin Photographic Gallery, known for its exhibits of works by many of the world's most renowned photographers. The Baldwin Photographic Collection and Archive which contains numerous masterpieces of photography are also managed by the Photography program.

Students are encouraged to participate in the MTSU Photo Society, a student organization that conducts photo workshops, photo safaris, and other photo-related activities.

NOTE: Majors must complete all major course requirements with a grade of C (2.00) or better.

Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Media and Entertainment who intend to pursue a master's degree in Media and Communication may apply to participate in the Accelerated Bachelors/Masters (ABM) Program. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Students admitted to an ABM pathway must meet all pathway requirements to be admitted to the graduate program. Upon completion of the ABM pathway, the student must apply and be accepted for admission to the graduate program. For more information about the ABM pathway, see the Graduate Catalog. **NOTE:** Applications for this ABM pathway are no longer being accepted. Current ABM students may complete the pathway in place at the time of application.

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. Passing grade in EMC 1010
3. Grade of B- (2.67) or better in each of the following:
PHOT 1050
PHOT 2050
PHOT 3040
PHOT 3110
4. Grade of C (2.00) or better in each of the following:
EMC 1020 / RIM 1020 / JOUR 1020
VFP 3020, IAM 3060, or JOUR 2710
ENGL 1010 and ENGL 1020
ART 1610
Math course satisfying General Education requirements.

Academic Map

Following is a printable, suggested four-year schedule of courses
Media and Entertainment, Photography, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	46 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Media Management Requirements</i>	<i>37 hours</i>
Auxiliary Major Requirement	3 hours
Minor	15-18 hours
Electives	12-18 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (46 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 be counted in **General Education**)
- VFP 3020 - Screenwriting I **3 credit hours** OR
- IAM 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 (37 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- 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 3810 - Color Photo Communication I **3 credit hours**
- PHOT 4040 - Color Photo Communication II **3 credit hours**
- PHOT 4280 - Editorial Photography **3 credit hours**
- PHOT 4900 - Photography Capstone **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 - Individual Problems in Mass Communication **1 to 3 credit hours**
- ANIM 4910 - Advanced Seminar - Animation **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 (12-18 hours)

Recommended Curriculum: Media and Entertainment, Photography

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

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- MATH **3 credit hours**
- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**

Subtotal: 13 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **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**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ART 1610 - Two-Dimensional Design **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**

Subtotal: 15 Hours

Sophomore 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)
- Natural Sciences **4 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours** OR
- IAM 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- PHOT 3200 - Still Digital Imaging **3 credit hours**
- PHOT elective **1-3 credit hours**
- Social/Behavioral Science **3 credit hours**
- Natural Science **4 credit hours**
- Minor course **3 credit hours**

Subtotal: 14-16 Hours

Junior Fall

- EMC 3001 - Success in Media Arts **1 credit hour**
- PHOT 3810 - Color Photo Communication I **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Minor course **3 credit hours**
- PHOT elective **1-3 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: 14-16 Hours

Junior Spring

- PHOT 4040 - Color Photo Communication II **3 credit hours**
- Elective **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- PHOT elective/elective **1-3 credit hours**
- Minor course **3 credit hours**

Subtotal: 13-15 Hours

Senior Fall

- 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**
- Minor courses **6 credit hours**
- Elective **3 credit hours**

Subtotal: 18 Hours

Senior Spring

- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- PHOT 4900 - Photography Capstone **3 credit hours**
- Electives **6 credit hours**
- Minor course/elective **3 credit hours**

Subtotal: 13 Hours

Media Management Minor

Media Arts

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**

- VFP 2410 - History of American Television **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

Media Arts

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 Production Minor

Media Arts

The Video and Film Production 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**

- VFP 1060 - Basic Video Production **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**

Elective (3 hours)

- VFP 2410 - History of American Television **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**
- VFP 4500 - International Cinema **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**

Video and Film Production, B.S.

Media Arts

615-898-5862

Bob Gordon, program coordinator

Robert.Gordon@mtsu.edu

Paul Chilsen, program coordinator

615-898-2105

Paul.Chilsen@mtsu.edu

The Video and Film Production program offers a combination of filmmaking, video production, and live production. Students are able to specialize in these aspects by their choices of required course options. The program builds upon a blend of theoretical and hands-on approaches to media production.

The Video and Film Production program emphasizes hands-on learning experiences whenever possible. Facilities include an equipment checkout system for students with a variety of cameras and on-location production equipment; a 40-foot mobile television production lab that averages about 40 live productions per semester; video editing facilities; two production studios including a 3,000 square foot TV/film studio; a Foley lab; large-scale LED wall facilities; and 360-degree virtual reality facilities.

The Video and Film Production program offers substantial cocurricular opportunities for its students. This includes several organizations focused on making films, a student run television station where students produce the programming and manage the station, and a unique varsity team for live television production whose work is frequently distributed nationwide. These opportunities are available to students from their first semester onward. Video and Film Production students are able to build upon their unique talents and interests by combining this major with related minors such as Animation, Audio Production, Interactive Media, Film Studies, Writing, and others.

NOTE: Students must complete all major course requirements with a grade of C (2.00) or better.

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. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
 - VFP 1080
 - VFP 2020
 - VFP 2130 or VFP 2131 (NOTE: VFP 1080 is a prerequisite for VFP 2130.)
 - EMC 2120
4. Grade of C (2.00) or better in each of the following:
 - EMC 1020/JOUR 1020/RIM 1020
 - ENGL 1010 and ENGL 1020
 - 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
Major Requirements	42 hours*
College Core	9 hours
VFP Requirements	33 hours
Minor	15-18 hours
Electives	19-25 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (42 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 be counted in General Education)

- VFP 2020 - Scripts for Media **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 (33 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**

- VFP 3140 - Multi Cam II **3 credit hours** OR
- VFP 3150 - Single Cam II **3 credit hours**
- VFP 4990 - Filmmaking Capstone **3 credit hours** OR
- VFP 4995 - Live Production Capstone **3 credit hours**

Advanced Production Requirements (6 hours)

Choose at least 6 credit hours

- VFP 4150 - Video Series Production **3 credit hours**
- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours**

Minor (15-18 hours)

Electives (19-25 hours)

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 Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
- Mathematics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 16 Hours

Freshman Spring

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

Subtotal: 15 Hours

Sophomore Fall

- Minor **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)

- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **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

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- VFP 2131 - Multi Cam I **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**

- Minor **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- EMC 3001 - Success in Media Arts **1 credit hour**
- VFP 3000 - History of American Cinema **3 credit hours**
- Elective **3 credit hours**
- Minor **3 credit hours**
- Natural Science **4 credit hours**

Subtotal: 14 Hours

Junior Spring

- VFP 3140 - Multi Cam II **3 credit hours** OR
- VFP 3150 - Single Cam II **3 credit hours**

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

- Elective **3 credit hours**
- Minor **3 credit hours**
- Natural Science **4 credit hours**

Subtotal: 16 Hours

Senior Fall

- VFP 4990 - Filmmaking Capstone **3 credit hours** OR
- VFP 4995 - Live Production Capstone **3 credit hours**

- Advanced video/film production requirement **3 credit hours**
- Minor **3 credit hours**
- Electives (internship recommended) **7 credit hours**

Subtotal: 16 Hours

Senior Spring

- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- Advanced video/film production requirement **3 credit hours**
- Minor/Elective **3 credit hours**
- Electives **6 credit hours**

Subtotal: 13 Hours

Video and Film Production, Filmmaking Concentration, B.S.

Media Arts

615-898-5862

Paul Chilsen, program coordinator

Paul.Chilsen@mtsu.edu

The Filmmaking concentration in the Video and Film Production program provides students with the knowledge and skills needed to be successful in the art, craft, and business of filmmaking. No longer the exclusive domain of Hollywood studios, every modern organization needs filmmakers who have the skills to influence, inform, inspire, or entertain. MTSU Film students learn the art of cinematic storytelling and how to apply those skills to any genre. Finished products include an almost infinite variety of forms and uses including theatrical films, documentaries, television, music videos, commercials, web content, and instructional films. There's something for everyone in Filmmaking. Whether it's a leading or supporting position, MTSU's film students are able to experience a variety of roles and customize their curriculum to find their personal fit.

Facilities include a large stock of professional-quality field production gear available for student check out, post production labs and suites, foley and audio facilities, and a large sound stage. There are also internship opportunities, a semester abroad program, and a summer term in Los Angeles. The program builds on a solid foundation of film theory and history, while providing practical, hands-on learning opportunities from day one to graduation. The Filmmaking capstone challenges seniors to produce culminating projects that demonstrate not only their skills and knowledge, but also showcase the type of work they wish to pursue after graduation. It's the perfect opportunity to create a powerful portfolio piece to launch a career.

MTSU's Filmmaking program offers substantial cocurricular opportunities as well. This includes several student organizations that create film and television and a student-run TV station where students produce the programming and manage the station. These are available to students from their first semester onward, offering unique opportunities to connect and flourish.

Filmmaking is a good fit for students who like to work with media to tell stories. It is also good for those who like to collaborate in teams of experts. Primary career paths include screenwriting, cinematography, editing/postproduction, directing, and producing; however, there are many others. Filmmaking has specialized applications in virtually every industry.

NOTE: Students must complete all major course requirements with a grade of C (2.00) or better.

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. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
VFP 1080
VFP 2020
VFP 2130 (NOTE: VFP 1080 is a prerequisite for VFP 2130.)
EMC 2120
4. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
ENGL 1010 and ENGL 1020
Math course satisfying General Education requirements.

Academic Map

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

Video and Film Production, Filmmaking Concentration, B.S., Academic Map

Degree Requirements

General Education	41 hours
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Major Requirements	39 hours*
College Core	9 hours
VFP Requirements	30 hours
Minor	15-18 hours
Electives	22-28 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (39 hours)

College Core (9 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 be counted in General Education)
- VFP 2020 - Scripts for Media **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Video and Film Production, Filmmaking Concentration Requirements (30 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- VFP 3150 - Single Cam II **3 credit hours**
- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**
- VFP 4990 - Filmmaking Capstone **3 credit hours**

Minor (15-18 hours)

Electives (22-28 hours)

Curriculum: Video and Film Production, Filmmaking

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

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**

- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci) OR

Subtotal: 16 Hours

Freshman Spring

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- Minor **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)

- 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

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- Natural Sciences **4 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**

Subtotal: 16 Hours

Junior Fall

- EMC 3001 - Success in Media Arts **1 credit hour**
- VFP 3000 - History of American Cinema **3 credit hours**
- Electives **6 credit hours**
- Minor **3 credit hours**

Subtotal: 13 Hours

Junior Spring

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

- VFP 3150 - Single Cam II **3 credit hours**
- Elective **3 credit hours**
- Minor **3 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 16 Hours

Senior Fall

- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**
- Electives **10 credit hours**
- Minor **3 credit hours**

Subtotal: 16 Hours

Senior Spring

- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- VFP 4990 - Filmmaking Capstone **3 credit hours**

- Minor/elective **3 credit hours**
- Electives **6 credit hours**

Subtotal: 13 Hours

Video and Film Production, Live Production Concentration, B.S.

Media Arts

615-898-5862

Robert Gordon, program coordinator

Robert.Gordon@mtsu.edu

The Live Production concentration in Video and Film Production provides students with the knowledge and skills needed to be successful in the live television production industry. Live production is the process of broadcasting, recording, or projecting a live event or performance with multiple video cameras. Finished products include an almost infinite variety of forms such as television coverage of live sports, awards shows, recorded multi-camera productions such as music concerts/festivals, dance theater, game shows, cooking shows, talk shows, and Image MAGnification (IMAG) projection of live presentations or performances at venue-based events such as concerts and other large events. Live production also covers media design, rigging, and technology aspects of the concert touring industry. This program is a good fit for students who like to collaborate in teams of experts in the media production industry. Primary career paths include creative, technical, and managerial positions. The industry is fast-paced, deadline-oriented, constantly changing, and somewhat glamorous.

The program has 30 years of experience with live sports production. In a typical semester, this program produces over two dozen live sports broadcasts with all student crews--many of which are aired nationwide on ESPN and other channels. Twice in the last six years, students in the program have been recognized for the best student-produced sports broadcast in the nation by a sports industry trade association. This program also produces a variety of in-studio and on-location music concerts, dance, and theatrical events and other live, special-events. Productions with Grammy-winning music artists, The Nashville Symphony, and Bonnaroo are regular class projects.

The program emphasizes hands-on learning experiences whenever possible. Facilities include a 40-foot mobile television production lab; two production studios including a 3,000 square foot TV studio; an equipment checkout system for students with a variety of on-location production equipment; video editing facilities; a Foley lab; and 360-degree virtual reality facilities. The program is one of the only college programs in the world where students learn to do hands-on work with large-scale LED video walls.

The Live Production program offers substantial cocurricular opportunities for its students. This includes a student-staffed production company that produces, manages, and crews live television broadcasts; and a student-run television station where students produce the programming and manage the station. These opportunities are available to students from their first semester onward.

Live Production students are able to build upon their unique talents and interests by combining this major with related minors such as Animation, Audio Production, Interactive Media, Media Management, and others.

NOTE: *Students must complete all major course requirements with a grade of C (2.00) or better.*

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
VFP 1080
VFP 2020
VFP 2130 or VFP 2131 (NOTE: VFP 1080 is a prerequisite for VFP 2130.)
EMC 2120
4. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
ENGL 1010 and ENGL 1020
Math course satisfying General Education requirements.

Academic Map

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

Video and Film Production, Live Production Concentration, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	45 hours*
<i>College Core</i>	<i>9 hours</i>
<i>VFP Requirements</i>	<i>36 hours</i>
Minor	15-18 hours
Electives	16-22 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following course required by the program meets General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)

Major Requirements (45 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 be counted in General Education)

- VFP 2020 - Scripts for Media **3 credit hours**

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

Video and Film Production, Live Production Concentration (36 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 3090 - Media Technology Seminar **3 credit hours**
- EMC 3750 - Producing for Film and Television **3 credit hours**
- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**

- VFP 3140 - Multi Cam II **3 credit hours**
- VFP 4150 - Video Series Production **3 credit hours**
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours (3 credit hours required)**
- VFP 4995 - Live Production Capstone **3 credit hours**

Minor (15-18 hours)

Electives (16-22 hours)

Curriculum: Video and Film Production, Live Production

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

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- EMC 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
- RIM 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)

Subtotal: 16 Hours

Freshman Spring

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- VFP 1080 - Post-Production I **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- Minor **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)
- 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

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor **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: 16 Hours

Junior Fall

- EMC 3001 - Success in Media Arts **1 credit hour**
- EMC 3090 - Media Technology Seminar **3 credit hours**
- VFP 3000 - History of American Cinema **3 credit hours**
- Minor **3 credit hours**
- Elective **3 credit hours**

Subtotal: 13 Hours

Junior Spring

- EMC 3750 - Producing for Film and Television **3 credit hours**
- VFP 3140 - Multi Cam II **3 credit hours**
- Minor **3 credit hours**
- Natural Sciences **4 credit hours**

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

Subtotal: 16 Hours

Senior Fall

- VFP 4150 - Video Series Production **3 credit hours**
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours (3 credit hours required)**
- Minor **3 credit hours**
- Electives **7 credit hours**

Subtotal: 16 Hours

Senior Spring

- EMC 4001 - Professional Practices in Media Arts **1 credit hour**
- VFP 4995 - Live Production Capstone **3 credit hours**
- Minor/elective **3 credit hours**
- Electives **6 credit hours**

Subtotal: 13 Hours

Animation

ANIM 1090 - Image and Video Foundations

4 credit hours Focuses on the basics of aesthetics and techniques for shooting, lighting, composing, and editing of digital photography and video as it applies to the production of animation and motion graphics. Students will get hands-on experience using DSLR cameras to understand camera anatomy, operations, and handling. Digital editing techniques and image manipulation explored in-depth to give specific foundations that apply to the animation field.

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 3D Animation **3 credit hours**

Prerequisite: ART 1610 or ART 1620. Animation majors/minors only; others permission of instructor. 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 3000 - History of Animation **3 credit hours**

Prerequisite: Animation majors only or permission of instructor.

Covers the historic evolution of animation and the animation industry. Explores the origins of cinema and animation, the individual artists, and the studios and organizations that shaped the animation field today. Familiarizes students with the technological developments that allowed the rise of the field.

Covers the history of animation following lectures, videos research, readings, quizzes, and written tests. Offered Fall semester only.

ANIM 3040 - Motion Graphics I **3 to 4 credit hours**

(Same as VFP 3040.) Prerequisites: EMC 1050/PHOT 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 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: VFP 1060 or VFP 2130 with minimum grade of C and admission to candidacy (Same as VFP 3320.) 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: Admission to candidacy or permission of instructor.

The development of 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 VFP 4040.) Prerequisites: ANIM 3040/VFP 3040 and ANIM 3320/VFP 3320 with minimum grade of C or permission of instructor.

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 with C or better; admission to candidacy
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 Capstone I
3 to 4 credit hours

Prerequisites: Senior standing; ANIM 3040, ANIM 3320, and 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.
Three-hour lecture plus up to three-hour lab per week.

ANIM 4405 - Professional Practices in Animation
2 credit hours

Prerequisite: ANIM 4310; corequisite: ANIM 4400.
Focuses on preparing Animation majors for the real world job market. Students create marketing materials to help sell themselves to prospective employers. Additional lectures and discussions on soft skills, career planning, and job hunting also included.

ANIM 4410 - Animation Capstone II
3 to 4 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.
Three-hour lecture plus up to three-hour lab per week.

ANIM 4910 - Advanced Seminar - Animation
3 credit hours Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of animation and digital imaging materials. Integration of theory and skills from other ANIM courses. Advanced compositing techniques, particle generation, and advanced modeling techniques 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.

Electronic Media Communication

EMC 1010 - Orientation to Media Arts
1 credit hour Introduces Media Arts majors to its degree programs, degree requirements, descriptions of curriculum, student resources and opportunities, career options, and critical goals for graduating seniors. Meetings may include lectures, guest lecturers, and site visits. Freshmen should enroll in this course no later than their second semester. Transfer students should enroll in this course during their first semester at MTSU. This course or a pre-approved substitute is required for candidacy in all majors in the Department of Media Arts.

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 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: 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 3001 - Success in Media Arts

1 credit hour

Prerequisite: Admission to candidacy.

Introduces students who have just achieved candidacy in Media Arts to best practices for success in Media Arts. Project management key topic. Emphasizes the value and importance of portfolio-quality work samples, experience points for resumes, and extracurricular experiences.

EMC 3010 - Media Production Seminar

1 to 3 credit hours

Prerequisites: VFP major; VFP 3140 or VFP 3150; admission to candidacy; or permission of instructor. Practical experience in the conceptualization, pre-production preparation, and production of a specific program format. Integration of theory and skills from other Media Arts courses. Topics offered include filmed production, live television production, technical production experience, visual effects, animation techniques, augmented reality, virtual reality, and games. Topics will vary by semester offering. Can be repeated for 6 credit hours with different topics. Can include up to a 3-hour lab per week.

EMC 3030 - Electronic Media Advertising

3 credit hours

Prerequisite: VFP 2410.

Principles, techniques, and methods of electronic media advertising including commercial story boards and copywriting.

Usually offered Fall only

EMC 3090 - Media Technology Seminar

3 credit hours

Prerequisite: Permission of instructor. 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.

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

EMC 3110 - Radio Station Operations

3 credit hours

Prerequisites: VFP 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 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 3510 - Mass Media and American Culture
3 credit hours

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 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

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 3670 - Digital Media Law and Policy
3 credit hours Prerequisite: IAM 2500 or permission of instructor. Introduces the laws, regulations, judicial decisions, and government policy in the United States and internationally which affect the digital space including the Internet, the World Wide Web, online video and audio, and mobile technology, etc.

Students will be taking a critical thinking approach to issues such as privacy, copyright, violence, gender issues, and issues around access to Internet services and other related topics.

EMC 3750 - Producing for Film and Television
3 credit hours

Prerequisite: VFP 2410.
Without a producer, there is no film, no television program, no product. Producers make it happen, and in this course students learn what it takes to create, pitch, finance, and manage a physical production. Hands-on featuring the latest techniques and processes of today's industry.

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 4001 - Professional Practices in Media Arts
1 credit hour Offers preparation to graduating seniors for pursuing industry careers. Topics include career research, preparation of self-marketing materials, how to freelance, and how to start and run a small service business. Recommended to be taken in the final semester before graduation.

EMC 4010 - Media Sales
3 credit hours

Prerequisite: VFP 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 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 4140 - Media Programming

3 credit hours

Prerequisite: VFP 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 4210 - Mass Communication and Society

3 credit hours

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; VFP 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 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

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

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

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

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 - Individual 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 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 4960 - Capstone Course for Media Management

3 credit hours

Prerequisites: Candidacy; successful completion of most other courses required for Media Management concentration; overall GPA of B- or better.

A required senior course for all Media Management concentration students; a culminating experience for students to apply what they have learned throughout their major to produce primary projects for portfolios and resumes. Each student is required to find a third

party media management position/project for this class.

NOTE: Students must attend a 60-minute orientation the semester before the class is scheduled.

Interactive Media

IAM 2500 - Survey of Interactive Media

3 credit hours Prerequisite: EMC 1020/JOUR 1020.

An overview of systems and methods of interactive and emerging media message delivery. Explores cultural, social, ethical, historical, and legal challenges of new and emerging media.

IAM 3060 - Writing for Interactive Experiences

3 credit hours 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.

IAM 3065 - Audiences and Messaging

3 credit hours

Prerequisites: IAM 2500 and IAM 3060.

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

IAM 3070 - Introduction to Social Media Practice

3 credit hours

Prerequisite: IAM 3060.

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.

IAM 3210 - Interactive Media Applications

3 credit hours

Prerequisite: VFP 1060 or VFP 2130 or permission of department.

The application of video for online, mobile, and other interactive 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.

Fall only

IAM 3250 - Gender and Representation in Interactive Media

3 credit hours

Prerequisite: IAM 2500.

Examines the intersection of gender, technology, and interactive media. Students will critically analyze theories of materiality and embodiment in digital media, as well as explore how the interactivity of the web affects performativity of power relations and socially constructed identities.

IAM 3560 - Order, Disorder, and Change in Digital Societies

3 credit hours

Prerequisite: Junior standing or permission of department.

Introduces theories of adoption, emergence, and disruption of digital technologies in global cultures.

IAM 3610 - Fundamentals of Game Theory and Design

3 credit hours

Prerequisite: Junior standing or permission of department.

Introduces game theory to students with diverse academic backgrounds. Focuses on the basics of game theory from strategic reasoning to sequential games and turn taking. Students required to design and build a basic mobile game.

IAM 3850 - Online Strategy and Search Engine Optimization

3 credit hours Prerequisite: IAM 3065 or permission of department. An overview of online strategies such as search engine optimization and web analytics.

IAM 3950 - Content Strategy and Management

3 credit hours

Prerequisite: IAM 3065; candidacy in Interactive Media.

Introduces the concepts of content strategy; the creation, delivery, and governance of useful, usable content; and provides practical experience in implementing a content strategy with database enabled content management systems.

IAM 4350 - User Experience Fundamentals

3 credit hours

Prerequisite: Junior standing or permission of department.

Explores facets of the user experience discipline: interaction design, user research, usability, navigation, and information architecture. Students

apply theory and skills from the class in real world projects developing apps or websites for small businesses or non-profits or as entrepreneurial ventures.

IAM 4450 - Understanding Digital Analytics

3 credit hours

Prerequisite: Junior standing or permission of department.

Introduces the measurement and analysis of traffic, engagement, and other parameters of online, mobile, emergent communication, and entertainment technology. Students will work with real world clients to analyze current digital media traffic trends and create measurement strategies and tactics. Students may earn applicable certifications as available as part of their coursework.

IAM 4460 - Interactive Media Capstone

3 credit hours

Prerequisites: Candidacy in Interactive Media.

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. Spring only

IAM 4800 - Seminar in Media Issues

3 credit hours

Prerequisite: Interactive Media candidacy or permission of department. Examination and critical evaluation of issues relevant to interactive media including their relationships to each other and to government, advertisers, consumers, and other "publics."

IAM 4950 - Advanced Seminar-Interactive Media

3 credit hours

Prerequisite: Candidacy in Interactive Media.

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 cameras with manual controls. Students required to own a digital camera with manual controls. 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. 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. Students responsible for providing a 35mm roll film camera with interchangeable lenses and manual controls 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 photography from its prehistory and invention up until today. Introduces technological advancements, image-makers, processes, movements, and genres within the context of cultural, social, and economic concerns. Focus is primarily on Western Europe and American photography.

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 or medium format roll film camera with manual controls and darkroom materials for class.

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

PHOT 3200 - Still Digital Imaging

3 credit hours

(Same as EMC 3200.)

Prerequisite: PHOT 2050 or instructor approval.

Use of digital cameras and 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 a fully manual roll film camera and a fully manual digital camera for capture and output 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 lighting of various objects in table top settings such as fabrics, clothes, glassware, food, beverages, and how to make the object read well to a potential client or customer. Setting up of lighting scenarios demonstrated and various camera trigger devices used for stopping time and showing products in different ways. Introduces full frame DSLR cameras, large format view cameras, macro photography, and professional lighting equipment. Problems in advertising photography including the responsibility of understanding the 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, and style publications with emphasis on paper background and the studio infinity cyclorama wall. Exploration of various career opportunities and business practices open to the professional photographer. Introduction to full frame DSLR cameras, medium format 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

PHOT 4900 - Photography Capstone

3 credit hours

Prerequisites: Senior standing; PHOT 3110, PHOT 3200, PHOT 3810, PHOT 4280, and project proposal approved by instructor prior to registration period. Students use learned skills and concepts to develop a semester-long photography project of their personal choice. Project can be completed in a variety of photographic medium(s) discussed and approved by instructor prior to registration period. Exhibition is required during the annual MTSU Photography Student Show.

Normally offered Spring only.

Video and Film Production

VFP 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.

VFP 1080 - Post-Production I

3 credit hours

Prerequisite: VFP major
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.

VFP 2020 - Scripts for Media

3 credit hours Prerequisites: Media Arts majors only; ENGL 1010 and ENGL 1020. Examines the conventions and practices of effective writing for screen-based media, developing understanding and awareness of and writing ability with various script formats for media production. Alongside the study of other's produced work, students will practice writing and rewriting their own material, gaining a fundamental capability with conceiving, developing, and completing different kinds of scripts to entertain, educate, inform, influence, and/or inspire viewers.

VFP 2130 - Single Cam I

3 credit hours

Prerequisite: VFP major and VFP 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 cinematography, lighting, and field audio. Three-hour lecture plus up to three-hour lab per week.

VFP 2131 - Multi Cam I

3 credit hours

Prerequisites: VFP major and VFP 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.

VFP 2410 - History of American Television

3 credit hours

Prerequisite: VFP major or permission of department.
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.

VFP 3000 - History of American Cinema

3 credit hours

Prerequisite: VFP major.
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.

VFP 3020 - Screenwriting I

3 credit hours

Prerequisites: ENGL 1010 and ENGL 1020; Media Arts major.
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.

VFP 3040 - Motion Graphics I

3 to 4 credit hours

(Same as ANIM 3040.) Prerequisites: EMC 1050/PHOT 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.

VFP 3080 - Post Production II

3 credit hours

Prerequisite: VFP major.

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.

VFP 3140 - Multi Cam II

3 credit hours

Prerequisites: VFP major; VFP 2130 or VFP 2131; or permission of instructor.

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.

VFP 3150 - Single Cam II

3 credit hours

Prerequisites: Admission to candidacy; VFP 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.

VFP 3320 - Introduction to Digital Compositing

3 credit hours

Prerequisite: VFP 1060 with minimum grade of C. (Same as ANIM 3320.) 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.

VFP 3570 - Broadcast Announcing and Performance

3 credit hours

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.

VFP 3745 - Aerial Videography

3 credit hours (Same as AERO 3745.)

Designed to give students the opportunity to gain knowledge and skills using multirotor platforms designed for professional aerial videography and industrial applications. Students will construct and gain experience on a small UAS before transitioning to "prosumer" UAS. Focuses on UAS operations, regulations, legal and ethical issues, and various aspects of aerial videography. Flight operations training will be conducted off-campus.

VFP 4020 - Screenwriting II

3 credit hours

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

Techniques of creating and writing for film and video production in both the studio and location 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.

VFP 4040 - Motion Graphics II

3 credit hours

(Same as ANIM 4040.) Prerequisite: ANIM 3040/VFP 3040 with minimum grade of C or permission of instructor.

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.

VFP 4150 - Video Series Production

3 credit hours

Prerequisites: Admission to candidacy; VFP 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

VFP 4500 - International Cinema**3 credit hours**

Prerequisite: Admission to candidacy.

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

VFP 4745 - Aerial Cinematography**3 credit hours** (Same as AERO 4745.) Prerequisites:

AERO 3730/AERO 3731, AERO 3745, or VFP 3745.

Designed to give students opportunity to gain knowledge and skills using multirotor platforms designed for professional aerial photography and industrial applications. Students will gain knowledge in UAS operations, regulations, legal and ethical issues, and various aspects of aerial cinematography. Flight operations training will be conducted off-campus locations. Focuses on advanced skills in working with lighting, depth, focal field, and storytelling through three axis camera movement.

VFP 4940 - Advanced Seminar-Filmmaking**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.

VFP 4941 - Advanced Multi-camera Video Production**1 to 4 credit hours**

Prerequisite: Admission to candidacy and VFP 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.

VFP 4990 - Filmmaking Capstone**3 credit hours**

Prerequisites: Video and Film majors only, senior status, admission to candidacy, and permission of instructor.

Students create a filmmaking project of their own choice. Individual projects must be approved by instructor. Goal is to produce a portfolio-quality project demonstrating competence in the student's career path. Sixty-minute orientation is required the semester before the class.

VFP 4995 - Live Production Capstone**3 credit hours**

Prerequisites: Video and Film majors, senior status, admission to candidacy, and permission of instructor.

Students create a live television project of their own choice. Individual projects must be approved by instructor. Goal is to produce a portfolio-quality project demonstrating competence in the student's career path. Sixty-minute orientation is required the semester before the class.

Recording Industry

John Merchant, Interim Chair

Akins, Alleyne, Baird, Barnet, Blackmon, Brown, Collier, Conceison, Crabtree, Dahan, deClercq, Dellinger, Donham, Dougan, Fleming, Foglia, Green, Hanson, Hill, Jones, Keel, Macy, Nichols, O'Brien, Ouellette, Paulson, 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 multiple studios and labs, all located on campus. Live sound/sound reinforcement courses are taught in various on-campus locations. 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 Recording Academy, 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, a minor in Entertainment Technology in cooperation with the Departments of Theatre and Dance and Media Arts, and a minor in Audio Production.

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. **NOTE:** *Applications for this ABM pathway are no longer being accepted. Current ABM students may complete the pathway in place at the time of application.*

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 Minor

Recording Industry

Advisor: Matt Foglia

Matt.Foglia@mtsu.edu

The Audio Production minor requires 15 hours. It is suited for majors in Music Business, Commercial Songwriting, Media Arts, Music (Music Industry), and Technical Theatre. It is open to all majors pending approval. Students must maintain a 2.00 average in the Audio Production minor.

Required Courses (6 hours)

- RIM 3010 - Audio Fundamentals **3 credit hours** *
- RIM 3300 - Digital Audio Technology **3 credit hours**

**NOTE: RIM 3010 is required in the Music Business and Commercial Songwriting concentrations and cannot count in both the major and minor. Music Business and Commercial Songwriting majors will need to take an additional minor elective to earn 15 hours in the minor. (12 hours of minor electives instead of 9.)*

**RIM 3011 Survey of Audio Technology cannot substitute for RIM 3010 and cannot count in the Audio Production minor or major.*

Electives (9 hours)

All courses require the stated prerequisites and /or approvals by the AP minor advisor.

- RIM 1230 - Commercial Musicianship **3 credit hours** *
- RIM 3450 - Advanced Commercial Musicianship **3 credit hours** **
- RIM 4100 - Audio Signals and Systems **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - Desktop Music Production **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4480 - Mastering **3 credit hours**
- RIM 4570 - The Art of Soundtrack Design **3 credit hours**
- RIM 4575 - Sound Effects Design for Picture **3 credit hours**
- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4740 - Independent Contracting: Pro Audio Freelance **3 credit hours**
- RIM 4830 - Recording Studio Maintenance **3 credit hours**

NOTES:

*RIM 1230 Commercial Musicianship can be taken as an elective by the Music Business and Commercial Songwriting concentrations, but cannot count in both the concentration and minor.

*Students who have taken MUTH 1110 Theory and Aural Skills I cannot count RIM 1230 in the AP minor.

**Students who have taken MUTH 1120 Theory and Aural Skills II or a more advanced music theory class cannot count RIM 3450 in the AP minor.

**RIM 4210 Desktop Music Production cannot substitute for RIM 3300 in the AP minor or major.

Audio Production, B.S.

Recording Industry

615-898-2578

Matt Foglia, program coordinator

Matt.Foglia@mtsu.edu

The Audio Production major offers instruction and depth across multiple areas of audio including music recording and mixing, mastering, electronic music production, sound reinforcement (live sound), sound for picture (TV, film, etc.), and broadcast.

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 be eligible to apply for candidacy, a student must

1. complete all learning support requirements;
2. complete all high school deficiencies;
3. complete 24 total credit hours;
4. have completed at least one general education natural science requirement (Physics suggested);
5. receive at least a C (not a C-) in College Algebra or higher-level math;
6. receive at least a C (not a C-) in RIM 1230 or MUTH 1110;
7. complete RIM 3010, RIM 3300, and RIM 3600 with a C (not a C-);
8. be in good academic standing (not on probation).

Audio Production Candidacy GPA: Take the average of (AP pre-candidacy course GPA) and (Inclusive GPA) to calculate your Audio Production Candidacy GPA.

AP pre-candidacy course GPA: Calculated by taking the average of: RIM 3010, RIM 3300, and RIM 3600.

Inclusive GPA: Calculating the average of all classes that have a grade including those transferred.

Students in the Audio Production major are guaranteed admission to candidacy if they earn an Audio Production Candidacy GPA of 3.5 or higher.

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 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 applications is near the end of each semester and is announced via email each semester.

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
Major Requirements	51 hours*
<i>AP Pre-Candidacy Core</i>	<i>12 hours</i>
<i>AP Sub Core</i>	<i>6 hours</i>
<i>AP Post Candidacy Sub Core</i>	<i>15 hours</i>
<i>AP Electives</i>	<i>18 hours</i>
Minor	15-20 hours
Major Support Requirement	3 hours*
Electives	5-11 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following courses required by the program meet General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)
- MATH 1710 or higher level math (Math)

Major Requirements (51 hours)

Audio Production Pre-Candidacy Core (12 hours)

Required to apply for candidacy in Audio Production

- RIM 1230 - Commercial Musicianship **3 credit hours** *
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3300 - Digital Audio Technology **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

Audio Production Sub Core (6 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 be counted in General Education)
- RIM 3000 - History of the Recording Industry **3 credit hours**

Audio Production Post Candidacy Sub-core (15 hours)

- RIM 3700 - Entertainment Intellectual Property I **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**

Audio Production Electives (18 hours)

Choose 18 credit hours from the following.

NOTE: *Up to 9 credit hours of RIM courses outside of the AP elective list may be included as elective credit in the major.*

- PHYS 1600 - Physics of Music **3 credit hours**
- RIM 3450 - Advanced Commercial Musicianship **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** **
- RIM 4010 - Audio Internship **1 to 6 credit hours** **
- RIM 4290 - MIDI Based Music Production **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 4337 - Live Event Production **3 credit hours**
- RIM 4390 - Electronic Music and Controllerism **3 credit hours**
- RIM 4480 - Mastering **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4567 - Practices for the DIY Recording Artist **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 - MIDI 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 4700 - Entertainment Intellectual Property II **3 credit hours**
- RIM 4740 - Independent Contracting: Pro Audio Freelance **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours** ***
- RIM 4830 - Recording Studio Maintenance **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**
- RIM 4910 - Topics in Audio Production **3 credit hours** ***

Choose Two Electives

At least two electives must come from the following:

- RIM 4290 - MIDI Based Music Production **3 credit hours**
- RIM 4300 - Advanced Pro Tools Techniques **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**

- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4600 - Mixing Techniques and Technologies **3 credit hours**
- RIM 4650 - Multitrack Music Recording **3 credit hours**

Or Choose One Elective

At least one elective from the following:

- RIM 4333 - Sound System Design and Optimization **3 credit hours**
- RIM 4335 - Advanced Sound Reinforcement **3 credit hours**
- RIM 4390 - Electronic Music and Controllerism **3 credit hours**
- RIM 4585 - Advanced Sound for Picture **3 credit hours**
- RIM 4590 - MIDI Based Scoring for Visual Media **3 credit hours**
- RIM 4660 - Advanced Music Engineering **3 credit hours**
- RIM 4670 - Studio Production **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 51 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.*

**** No more than 6 hours total are allowed toward the major from any combination of RIM 4810 and RIM 4910.*

Up to 9 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 - Commercial Musicianship or MUTH 1110 - Theory and Aural Skills I during their freshman year.

Minor (15-20 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, Entertainment Arts Design, Entertainment Technology, Entrepreneurship, Mass Communication, Music Industry, or Video and Film Production Minor.

Major Support Requirement (3 hours)

- MATH 1710 - College Algebra **3 credit hours** (or higher level math)

Electives (8-14 hours)

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)
- Natural Sciences **4 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Math) or higher
- RIM 1230 - Commercial Musicianship **3 credit hours**
- RIM 3300 - 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** (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)

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)

- RIM 3700 - Entertainment Intellectual Property I **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 **4 credit hours**
- Minor courses **9 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: 31 Hours

Senior

- RIM AP electives **6 credit hours**
- Minor courses **6 credit hours**
- Electives **11 hours**
- Minor or elective courses **5 credit hours**

Subtotal: 28 Hours

Recording Industry Minor (for Nonmajors)

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.

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 applications 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) + (math grade x 3) + (candidacy course GPA x 4) + (total hours x .05).

Candidacy Appeals

A few of any 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
Major Requirements	51 hours*
<i>Recording Industry Core</i>	<i>18 hours</i>
<i>Recording Industry Sub Core</i>	<i>18 hours</i>
<i>Commercial Songwriting Electives</i>	<i>15 hours</i>
Minor	15-20 hours
Major Support Requirement	3 hours*
Electives	5-11 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following courses required by the program meet General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)
- MATH 1710 (or higher level math) (Math)

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 be counted in General Education)

- 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 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**

Sub-core (18 hours)

- RIM 1230 - Commercial Musicianship **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 3300 - Digital Audio Technology **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - Desktop Music Production **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 3300 - 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 Commercial Musicianship **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 4010 - Audio Internship **1 to 6 credit hours ***
- RIM 4025 - Songwriting Practicum **3 credit hours**
- RIM 4030 - Performance Skills for Artists and Songwriters **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 - Desktop Music Production **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 - Electronic Music and Controllerism **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**

- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours *** OR
- RIM 4005 - Recording Industry Internship: Songwriting **1 to 6 credit hours ***

NOTE:

**No more than 6 hours total are allowed toward the major from any combination of RIM 3580, RIM 4000, RIM 4005, or RIM 4010.*

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

Minor (15-20 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 (5-11 hours)

Major Support Course (3 hours)

- MATH 1710 - College Algebra **3 credit hours** (or higher level math)

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** (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)

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 - Commercial Musicianship **3 credit hours**
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **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 - Entertainment Intellectual Property II **3 credit hours**
- RIM CS elective (RIM 4025 highly suggested) **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Minor course **3 credit hours**
- Electives **6 credit hours**

- RIM 3300 - Digital Audio Technology **3 credit hours** OR
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours** OR
- RIM 4210 - Desktop Music Production **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 **5 credit hours**
- Minor course or elective **5 credit hours**

Subtotal: 28 Hours

Recording Industry, Music Business Concentration, B.S.

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 applications 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) + (math grade x 3) + (candidacy course GPA x 4) + (total hours x .05).

Candidacy Appeals

A few of any 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, Music Business, B.S., Academic Map

Degree Requirements

General Education	41 hours
Major Requirements	48 hours*
<i>Recording Industry Core</i>	<i>18 hours</i>
<i>Recording Industry Sub Core</i>	<i>12 hours</i>
<i>Music Business Electives</i>	<i>18 hours</i>
Minor	15-18 hours
Major Support Requirements	6 hours*
Computer Literacy Requirement	3 hours
Electives	4-10 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the General Education curriculum. If program requirements are also used to fulfill General Education requirements, the number of elective hours will increase.*

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.

The following courses required by the program meet General Education requirements:

- EMC 1020/JOUR 1020/RIM 1020 (Soc/Beh Sci)
- MATH 1710 or higher-level math (Math)

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 be counted in General Education)

- 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 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **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 - Audio Internship **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 - Independent Contracting: Pro Audio Freelance **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**

Major Support Requirements (6 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**

- MATH 1710 - College Algebra **3 credit hours** (or higher-level math)

Minor (15-18 hours)

Electives (4-10 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 Commercial Songwriting concentration or Audio Production.

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.

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 Amy Macy. 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 - Entertainment Intellectual Property I **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 - Entertainment Intellectual Property II **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**
- RIM elective **3 credit hours**
- Minor courses **9 credit hours**
- Electives **4 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 - Commercial Musicianship

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 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 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 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 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 3300 - Digital Audio Technology**3 credit hours**

Prerequisites: Recording Industry majors and Audio Production majors/minors. 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 and RIM 2300

RIM 3450 - Advanced Commercial Musicianship**3 credit hours**

Prerequisite: 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**

Prerequisite: RIM 3600 with C or higher. 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 - Entertainment Intellectual Property I**3 credit hours**

Prerequisite: RI majors - admission to candidacy; others RIM 3600. Introduction to the law of copyright, as well as the basic law of contracts, within a lecture setting combined with the interactivity of student in-class argument of appellate opinions rendered in both the areas of U.S. Copyright law and Contract law. Focuses solely on high-level intellectual property disputes related to the entertainment industry, whether regarding argument as to the rightful copyright ownership of parties within the entertainment industry, or as to a contract dispute, e.g. the breach of an entertainment agreement involving artistic content such as a recording or publishing agreement.

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 4005 - Recording Industry Internship: Songwriting
1 to 6 credit hours Prerequisites: RIM 3020, RIM 3700, and RIM 3900; junior standing (60 hours or more); current enrollment with good standing as a Recording Industry major. Internships for Commercial Songwriting concentration students.

RIM 4010 - Audio Internship
1 to 6 credit hours Prerequisites: Recording Industry or Audio Production majors only; admission to candidacy; junior standing (60 hours); RIM 4100, RIM 4330, or RIM 4400; and an approved internship application. Training and practical experience for advanced students in a professional audio 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 RIM 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. Pass/Fail.

RIM 4030 - Performance Skills for Artists and Songwriters
3 credit hours Experiential workshop focusing on stage and studio performance skills. Topics include playing with a band or solo, stage presence, studio singing, stage movement, and connecting with an audience.

RIM 4100 - Audio Signals and Systems
3 credit hours Prerequisite: Audio Production or RI majors and admission to candidacy; others - permission of department. 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 - Desktop Music Production

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 Based Music Production

3 credit hours (Same as MUTH 4290). Prerequisites: RI majors - RIM 4190/MUTH 4190 or permission of instructor. An intermediate electronic music course that introduces the student to alternate digital audio workstations such as Ableton Live and Logic Pro. Using a DAW with virtual instruments and synthesizers, students learn techniques for sequencing tracks for drums, bass, keyboards, guitars

and other common sounds used in commercial music production. Laboratory required.

RIM 4300 - Advanced Pro Tools Techniques

3 credit hours Prerequisites: Audio Production or RI majors; admission to candidacy; RIM 1230 or MUTH 1110 and RIM 3300. 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: Audio Production or RI major; admission to candidacy; RIM 4100 with C or better. 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 4337 - Live Event Production

3 credit hours Prerequisite: RIM 4330 or permission of department. Reviews RIM 4330 theories and live event skills and competencies. Students will expand audio production skill set, obtain additional live event experience, and develop event safety awareness.

RIM 4390 - Electronic Music and Controllerism

3 credit hours Prerequisite: RIM 4190 or permission of instructor. An advanced electronic music course where students taught advanced production and performance techniques using Ableton Live. Topics include pop, hip-hop, and electronic production techniques; producing DJ sets; and designing controller performances. Students will develop skills for live performance using the Push controller. Laboratory required.

RIM 4400 - Recording Studio Techniques

3 credit hours Prerequisites: Audio Production or RI major; admission to candidacy; RIM 3300 and RIM 4100 and previous or concurrent enrollment in RIM 4440; others - permission of department. 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; 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 3300 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 4490 - Broadcast Audio Technology and Methods

3 credit hours Prerequisite: Audio Production or Recording Industry major; admission to candidacy and RIM 4400. An applications-oriented course focused on the theory and practice of audio systems, methods, workflows, and evolving technologies used in professional broadcast environments, including studio-based and remotely integrated radio and television production.

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 with C or higher. 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 4567 - Practices for the DIY Recording Artist

3 credit hours Prerequisites: Recording Industry and Audio Productions majors - admission to candidacy; others - permission of instructor. Technologies and business practices for the do-it-yourself music recording artist. Topics include creating and self-releasing a recording, independent distribution, and self-promotion. Three-hour lecture.

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 3300 with C or higher; 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: Audio Production or RI majors - admission to candidacy; RIM 3300 and previous or concurrent enrollment in RIM 4300 or RIM 4400 or previous enrollment in VFP 1080 (all with grade of C). 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 - MIDI Based Scoring for Visual Media

3 credit hours (Same as MUTH 4590.) Prerequisite: RIM 4390 or MUTH 4290/RIM 4290 or

permission of instructor. An advanced electronic music course where students learn advanced techniques with Logic Pro, specifically for scoring music to visual media, such as animations, trailers, documentaries, and film. Topics include the exploration of virtual instruments and MIDI orchestration in order to realize original scores in a variety of moods and styles. 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 or MKT 3820 or 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: Audio Production and RI majors; admission to candidacy; RIM 1230 or MUTH 1110 and RIM 4400. 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 - Entertainment Intellectual Property II

3 credit hours Prerequisites: RI majors- admission to candidacy and RIM 3700; others RIM 3600 and RIM 3700. A highly experiential and entrepreneurial setting requiring significant research and hands-on negotiations outside the classroom. Focuses on each student's selection and execution of a major Recapture and Negotiation Agreement involving advanced copyright principles of recapture, as well as an extensive negotiation for the inventive and profitable exploitation of those recaptured rights with third party industry colleagues. Hands-on learning

process of mastering intellectual property and contract specifics in an entertainment industry setting. Student will have significant personal discretion with respect to chosen content for the recapture and exploitation.

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 - Independent Contracting: Pro Audio Freelance

3 credit hours Prerequisites: AP and RI majors - admission to candidacy; others - permission of instructor. An in-depth investigation of the current business practices of independent entertainment professionals with a focus on working in the pro audio industry and independent contracting.

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. Audio electronics theory and practical applications to circuits presented. Topics include fundamental analog audio circuit principles, use of multimeters and oscilloscopes to perform audio measurements, passive cue system construction and trouble shooting, installation practices and techniques to minimize system noise. Students build and test basic amplifier and filter circuits. 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 - Topics in Audio Production

3 credit hours Prerequisites: RI or AP majors - admission to candidacy and permission of instructor. Examination, critical evaluation, and practical experience in a focused area of audio production. Subject matter varies. May be repeated one time for additional credit.