

COLLEGE OF MASS COMMUNICATION

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The College of Mass Communication provides professional education for individuals aspiring to careers in the fields of electronic media communication (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.

This pdf was created from the 2014-15 online catalog; *corrections, changes, additions, or deletions will not be reflected in this pdf.* For the most current information, please see catalog.mtsu.edu.

Programs

The college offers the Bachelor of Science degree with majors in Mass Communication and Recording Industry. Mass Communication majors have an opportunity to specialize in one of six concentrations: Advertising-Public Relations, Visual Communication, or Journalism in the School of Journalism; and Photography, Electronic Media Communication, or New Media Communication in the Department of Electronic Media Communication. Additional specialties are available in the various concentrations.

Majors in the Department of Recording Industry may choose a concentration in Commercial Songwriting, Music Business, or Audio Production.

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

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

Grading Policy

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

Candidacy Program

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

University Media

Students majoring in Mass Communication are urged to become involved with the various campus media because they offer excellent opportunities for practical experience. These include student publications-*Sidelines*, the student newspaper; *Collage*, the student creative magazine-and 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 classical and jazz, news, and information programming. Located at 89.5 on the FM dial, WMOT-FM also provides enrichment opportunities for selected students majoring in Mass Communication.
- WMTS is a student-operated alternative radio station, located at 88.3 on the FM dial, which carries an eclectic mix of music, news, and student information.
- MT10, the University student-operated cable channel, carries sports, news, instructional, and entertainment programming.

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

Art Minor (for Mass Communication Students)

Department of Art

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

Required Courses (12 hours)

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

Studio or Art History Courses (6 hours)

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

Visual Communication Students

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

Mass Communication Minor

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

Mass Communication Minor for Recording Industry Music Business Majors

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

Journalism Specialty

Required courses (16 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**

Electives (6 hours)

- EMC 3020 - Writing for the Electronic Media **3 credit hours**
- EMC 3060 - Writing for Digital Media **3 credit hours**

- EMC 3410 - Electronic Media News Writing **3 credit hours**
- EMC 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- EMC 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- EMC 4020 - Advanced Scriptwriting **3 credit hours**
- JOUR 3000 - Introduction to Motion Pictures **3 credit hours** OR
- EMC 3000 - Introduction to Motion Pictures **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours** OR
- EMC 3510 - Mass Media and American Culture **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours** OR
- EMC 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- EMC 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours** OR
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**

Total hours: 22

Public Relations Specialty

Required courses (15 hours)

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

Electives (6 hours)

- ADV 3020 - Survey of Advertising **3 credit hours**
- ADV 3480 - Advertising Media Planning **3 credit hours**
- ADV 4160 - Advertising Copywriting **3 credit hours**
- EMC 3020 - Writing for the Electronic Media **3 credit hours**
- EMC 3060 - Writing for Digital Media **3 credit hours**
- EMC 3410 - Electronic Media News Writing **3 credit hours**
- EMC 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- EMC 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- EMC 4020 - Advanced Scriptwriting **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours** OR
- EMC 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours** OR
- EMC 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours** OR
- EMC 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours** OR
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3910 - Basic Visual Design **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 - Survey of Advertising **3 credit hours** OR
- PR 2040 - Public Relations Principles **3 credit hours** OR
- EMC 2410 - Introduction to Electronic Media **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 - Electronic Media Sales **3 credit hours**
- EMC 4140 - Electronic Media Programming **3 credit hours**
- EMC 4430 - Electronic Media Management **3 credit hours**

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

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

Total hours: 21

Electronic Media Communication

Billy Pittard, Chair

Barr, Bowen, Bratten, Gordon, Harris, Heigle, Heinrich, Jasso, Jimison, Kalwinsky, McNulty, O'Neill, Oneal, Quarles, Trundle, Woodard, Zheng

This Department of Electronic Media Communication's (EMC) purpose is to prepare students to work in all forms of electronic or digital media content. The department's programs include Electronic Media Communication with specialties in video and film production, multimedia journalism, and media management; New Media Communication; Animation; and Photography. The department offers a Bachelor of Science degree in Mass Communication.

The department strives to provide hands-on learning experiences whenever possible. Facilities include a 40-foot high definition mobile television production lab, a 3,000 square foot TV/film studio with a high definition control room, a robotic studio and control room with virtual sets, video editing facilities, an animation lab, traditional and digital photography facilities, a student-run FM radio station, a student-run TV station with its own fully-equipped studio and control room, as well as a variety of cameras, lighting, and other field production equipment.

The Baldwin Photographic Gallery which exhibits the works of renowned photographers, students, and faculty resides in the department.

Students in the department may take up to 48 hours of coursework in the College of Mass Communication for application to the 120 hours presented for the first bachelor's degree. A minimum of 72 hours must be taken outside the college. Total university credit for practicum and internship courses cannot exceed six hours. Students in Electronic Media Communication may not minor in any area of the College of Mass Communication. Students majoring in any of the EMC programs must earn a C (2.00) or better in each course taken in the College of Mass Communication in order to graduate.

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

Transfer Credit

The Department of Electronic Media Communication will not accept any more than 12 semester hours of transfer credit toward either a major 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 not be granted for any course taken at a nonaccredited institution. Transfer credit **will** normally be granted for theory/concept courses such as American Media and Social Institutions if the credit comes from an accredited institution of higher education. Transfer credit **will not** normally be granted for production courses taken at other institutions. No transfer credit will be awarded for any production course taken at an institution not accredited by the Accrediting Council on Education in Journalism and Mass Communication. For skills courses taken at an ACEJMC-accredited institution, transfer credit may be awarded on a case-by-case basis.

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

Honors College

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

- EMC 1020
- EMC 2410
- EMC 4250
- EMC 4790
- EMC 4800

See Honors College for more information.

Mass Communication, Animation Concentration

Department of Electronic Media Communication

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

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

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
JOUR 2710, EMC 3020, or EMC 3060
ENGL 1010 and ENGL 1020
ART 1610
ART 1620
EMC 2120
3. Minimum overall GPA in all college coursework of 2.50.
4. Math course satisfying General Education requirements.

Required Courses (48 hours)

NOTE: *Total hours in college not to exceed 48*

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**
- JOUR 2710 - Media Writing **3 credit hours** OR
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**

Animation Requirements (39 hours)

- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours** OR
- PHOT 1050 - Basic Digital Photography and Imaging **3 credit hours**
- EMC 1300 - Animation and the Illusion of Motion **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2130 - Introduction to Field Video Production **3 credit hours**
- EMC 3040 - Motion Graphics I **3 credit hours**

- EMC 3300 - Introduction to Digital Animation **3 credit hours** *
**Must be taken no later than second semester of the sophomore year*
- EMC 3310 - Intermediate Digital Animation **3 credit hours**
- EMC 3320 - Introduction to Digital Compositing **3 credit hours**
- EMC 4300 - Advanced Digital Animation I **3 credit hours**
- EMC 4310 - Advanced Digital Animation II **3 credit hours**
- EMC 4400 - Animation Seminar I **3 credit hours**
- EMC 4410 - Animation Seminar II **3 credit hours**
- Mass Comm elective **3 credit hours**

Other requirements (72 hours)

- 72 hours outside the college of Mass Communication

Required Art minor (18 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- ART 1630 - Three-Dimensional Design **3 credit hours**
- ART 1640 - Drawing II **3 credit hours**
- Elective **3 credit hours**
- Upper-division Art elective **3 credit hours**

Computer Literacy Requirement (3 hours)

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

Recommended Curriculum

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

Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours** (satisfying General Education requirements)
- Elective **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
- ART 1610 - Two-Dimensional Design **3 credit hours**

Subtotal: 15 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- CSCI 1150 - Computer Orientation **3 credit hours** (recommended) OR
- CSCI 1160 - Introduction to Computing: A Multimedia Approach **4 credit hours**

- ART 1620 - Drawing I **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- EMC 1300 - Animation and the Illusion of Motion **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- ART 1630 - Three-Dimensional Design **3 credit hours**
- EMC 1050 - Basic Digital Photography and Imaging **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3300 - Introduction to Digital Animation **3 credit hours**
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- ART 1640 - Drawing II **3 credit hours**
- EMC 2130 - Introduction to Field Video Production **3 credit hours**
- EMC 3310 - Intermediate Digital Animation **3 credit hours**
- Natural Sciences **4 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- EMC 3650 - Free Expression, Mass Media, and the American Public **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**
- EMC 3320 - Introduction to Digital Compositing **3 credit hours**
- EMC 4300 - Advanced Digital Animation I **3 credit hours**
- ART elective **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- EMC 3040 - Motion Graphics I **3 credit hours**
- EMC 4310 - Advanced Digital Animation II **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Upper-division ART elective **3 credit hours**

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

Subtotal: 15 Hours

Senior Fall

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

Subtotal: 16 Hours

Senior Spring

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

Subtotal: 13 Hours

Total hours in program: 120

Mass Communication, Electronic Media Communication Concentration (Multimedia Journalism)

Department of Electronic Media Communication

The **multimedia journalism** specialty within the Electronic Media Communication program offers preparation for work in video, radio, and Internet reporting and management for news, entertainment, and sports. Used for instruction are two electronic newsrooms, three TV studios, a 40-foot definition mobile video production lab, a cable television channel, a 100,000-watt FM radio station, postproduction facilities, plus "converged-media experiences" in the Center for Innovation in Media. This specialty blends theoretical and hands-on approaches to electronic media education. Students are encouraged to complete their education with internships in professional settings.

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

Admission to Candidacy

To be admitted to candidacy in the **multimedia journalism** specialty, the student must meet the following requirements:

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

Required Courses (40 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**
- JOUR 2710 - Media Writing **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Multimedia Journalism Requirements (25 hours)

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2132 - Introduction to Video Journalism **3 credit hours**
- EMC 2410 - Introduction to Electronic Media **3 credit hours**
- EMC 3410 - Electronic Media News Writing **3 credit hours**
- EMC 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- EMC 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**

Select one (3 hours)

- EMC 3020 - Writing for the Electronic Media **3 credit hours**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3040 - Motion Graphics I **3 credit hours**
- EMC 3060 - Writing for Digital Media **3 credit hours**
- EMC 3140 - Multi-Camera Directing and Producing **3 credit hours**
- EMC 3150 - Single-Camera Directing and Producing **3 credit hours**
- EMC 4140 - Electronic Media Programming **3 credit hours**
- EMC 4430 - Electronic Media Management **3 credit hours**

Mass Communication Electives (6 hours)

Mass Communication Optional Electives (6 hours)

Other requirements

- Minor (15-18 hours)
- 72 hours outside College of Mass Communication

Curriculum: Mass Communication, Electronic Media Communication Concentration (Multimedia Journalism)

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

Freshman

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
 - JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
 - RIM 1020 - American Media and Social Institutions **3 credit hours**
 - COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
 - EMC 2410 - Introduction to Electronic Media **3 credit hours**
 - ENGL 1010 - Expository Writing **3 credit hours** (Comm)
 - ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
 - Mathematics **3 credit hours**
 - Social/Behavioral Sciences **3 credit hours**
 - Humanities and/or Fine Arts **3 credit hours**
- Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
 - HIST 2020 - Survey of United States History II **3 credit hours** OR
 - HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Natural Sciences (2 rubrics) **8 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2132 - Introduction to Video Journalism **3 credit hours**
- EMC 3410 - Electronic Media News Writing **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**

Subtotal: 32 hours

Junior

- EMC 3500 - Electronic Media News Reporting and Producing **3 credit hours**
- EMC 3570 - Broadcast Announcing and Performance **3 credit hours**
- EMC 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- EMC electives **6 credit hours**
- Minor **6 credit hours**
- Electives **9 credit hours**

Subtotal: 31 hours

Senior

- EMC electives **9 credit hours**
- Minor courses **9 credit hours**
- Electives **9 credit hours**

Subtotal: 27 hours

Total hours in program: 120

Mass Communication, Electronic Media Communication Concentration (Media Management)

Department of Electronic Media Management

The **media management** specialty within the Electronic Media Communication program offers preparation for work in behind-the-scenes areas of media operations such as broadcast stations and cable systems from programming to advertising and sales. This specialty combines the business and creative aspects of electronic media. Used for instruction are a cable television channel, three TV studios, two electronic newsrooms, a 40-foot, high-definition mobile video production lab, a 100,000-watt FM radio station, a student-operated FM station, postproduction facilities, plus "converged-media experiences" in the Center for Innovation in Media. This specialty blends theoretical and hands-on approaches to electronic media education. Students are encouraged to complete their education with internships in professional settings.

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

Admission to Candidacy

To be admitted to candidacy in the **media management** specialty, the student must meet the following requirements:

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

Required Courses (36 hours)

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours** OR
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- equivalent writing competency
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours**

Department Core (6 hours)

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 2410 - Introduction to Electronic Media **3 credit hours**

Electronic Media Communication Requirements (15 hours)

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

Elective (6 hours)

- Must be upper division

Other Requirements

- Minor (15-18 hours)
- 72 hours outside the College of Mass Communication

Curriculum: Mass Communication, Electronic Media Communication Concentration (Media Management)

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

Freshman

- EMC 1020 - American Media and Social Institutions **3 credit hours**
- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**
- **Choose 6 hours from:**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 hours

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)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**

- EMC 2410 - Introduction to Electronic Media **3 credit hours**
- Natural Sciences (2 rubrics) **8 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- EMC elective **3 credit hours**
- Elective **3 credit hours**
- Minor **3 credit hours**

Subtotal: 32 hours

Junior

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

Subtotal: 30 hours

Senior

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

Subtotal: 28 hours

Total hours in program: 120

Mass Communication, Electronic Media Communication Concentration (Video and Film)

Department of Electronic Media Communication

The **video and film production** specialty within the Electronic Media Communication program teaches video and film production. Studio production courses are complemented with field production coursework. Used for instruction are three TV studios, a 40-foot-high definition mobile video production lab, postproduction facilities, a cable television channel, a 100,000-watt FM radio station, a student-operated FM station, two electronic newsrooms, plus "converged-media experiences in the Center for Innovation in Media. This specialty blends theoretical and hands-on approaches to electronic media education. Students are encouraged to complete their education with internships in professional settings.

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

Admission to Candidacy

To be admitted to candidacy in the **video and film production** specialty, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
JOUR 2710, EMC 3020, EMC 3060, or equivalent writing competency (grade of B or better in ENGL 1010 and ENGL 1020)
ENGL 1010 and ENGL 1020
EMC 2410 or EMC 2500
EMC 2130 or EMC 2131
3. Minimum overall GPA in all college coursework of 2.50.
4. Math course satisfying General Education requirements.

Required Courses (33 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**
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- equivalent law competency

Video and Film Requirements (18 hours)

- EMC 2130 - Introduction to Field Video Production **3 credit hours**
- EMC 2131 - Introduction to Studio Video Production **3 credit hours**
- EMC 2410 - Introduction to Electronic Media **3 credit hours** OR
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- EMC 3140 - Multi-Camera Directing and Producing **3 credit hours** OR

- EMC 3150 - Single-Camera Directing and Producing **3 credit hours**
- Mass Communication upper-division (non pass/fail) electives **6 credit hours**

Advanced Production Required Courses (6-9 hours)

- EMC 4130 - Advanced Production Editing **3 credit hours**
- EMC 4150 - Video Series Production **3 credit hours**
- EMC 4940 - Advanced Seminar-Electronic Media Production **3 credit hours** (3-9 hours)
- Advisor-approved production alternative

Mass Communication Additional Electives (6 hours)

Other Requirements

- Minor (15-18 hours)
- 72 hours outside the College of Mass Communication

Curriculum: Mass Communication, Electronic Media Communication (Video and Film)

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

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- EMC 2410 - Introduction to Electronic Media **3 credit hours** OR
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** (Soc/Beh Sci)
- Natural Sciences (2 rubrics) **8 credit hours**
- Mathematics **3 credit hours**
- Electives **6 credit hours**

Subtotal: 32 hours

Sophomore

- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- Electives **9 credit hours**
- Writing equivalency **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)

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**
- EMC 2130 - Introduction to Field Video Production **3 credit hours** OR
- EMC 2131 - Introduction to Studio Video Production **3 credit hours**

Subtotal: 30 hours

Junior

- EMC 3140 - Multi-Camera Directing and Producing **3 credit hours** OR
- EMC 3150 - Single-Camera Directing and Producing **3 credit hours**
- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours**
- Humanities and/or Fine Arts **3 credit hours**
- EMC upper-division electives (non-pass/fail) **6 credit hours**
- Electives **12 credit hours**
- EMC 2130 - Introduction to Field Video Production **3 credit hours** OR
- EMC 2131 - Introduction to Studio Video Production **3 credit hours**

Subtotal: 30 hours

Senior

- EMC advanced production requirement **6 credit hours**
- Electives **13 credit hours**
- Electives (Mass Comm/general) **9 credit hours**

Subtotal: 28 hours

Total hours in program: 120

Mass Communication, New Media Communication Concentration

Department of Electronic Media Communication

The New Media Communication concentration is an interdisciplinary program focusing on the development of interactive and new media. With a strong foundation in the rhetorical tradition of content development and visual communication, the program's practical and theoretical base prepares students for new media professions ranging from media convergence to multiplatform interactive productions.

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

Admission to Candidacy

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

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

Required Courses (42 hours)

NOTE: Students may take up to 48 hours in Mass Communication that will apply toward graduation.

College Core (3 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**

New Media Core (15 hours)

- EMC 2030 - Visual Journalism Production **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- EMC 2130 - Introduction to Field Video Production **3 credit hours** OR
- EMC 3210 - New Media Video Applications **3 credit hours**
- EMC 3460 - Media and Messages **3 credit hours**
- EMC 4000 - Broadcast Internship **1 to 3 credit hours** (3 credit hours required) OR
- EMC 4460 - New Media Capstone **3 credit hours** (3 hours required)

Legal/Ethical Competency (3 hours)

Choose one:

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

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

Media Writing Competency (3 hours)

- EMC 3060 - Writing for Digital Media **3 credit hours**

Management/Marketing/Entrepreneurship Requirement (3 hours)

Choose one:

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

Specialties (15 hours)

Students should choose 15 hours from one of the two specialties below to complete the Digital Media Communication concentration. Unless 3 hours are taken outside the college in the specialty area, total hours for graduation may exceed 120.

Specialty A

- ART 4280 - Digital Illustration **3 credit hours**
- CSCI 3038 - Computer Languages: Python **3 credit hours**
- EMC 3300 - Introduction to Digital Animation **3 credit hours**
- EMC 3200 - Still Digital Imaging **3 credit hours** OR
- PHOT 3200 - Still Digital Imaging **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** *
**NOTE: MATH 1710 is a prerequisite.*
- EMC 4130 - Advanced Production Editing **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- VCOM 4010 - Information Design **3 credit hours**
- Approved elective
- Approved elective
- Approved elective

Specialty B

- ADV 3480 - Advertising Media Planning **3 credit hours**
- ADV 4160 - Advertising Copywriting **3 credit hours**
- ADV 4170 - Advertising Campaigns **3 credit hours**
- EMC 4210 - Mass Communication and Society **3 credit hours**
- EMC 4430 - Electronic Media Management **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours** OR
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- MKT 3920 - Entertainment Marketing **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**

- PR 4740 - Public Relations Campaigns **3 credit hours**
- EMC 4060 - Photojournalism **3 credit hours** OR
- PHOT 4060 - Photojournalism **3 credit hours**
- Approved elective
- Approved elective
- Approved elective

Other Requirements

- Minor (15-18 hours)
- 72 hours outside the college

Curriculum: Mass Communication, New Media Communication

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

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- EMC 2500 - Survey of New Media Communication **3 credit hours**
- Mathematics **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Minor **9 credit hours** (Art minor recommended)
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**

Subtotal: 30 credit hours

Sophomore

- EMC 2030 - Visual Journalism Production **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- EMC 2130 - Introduction to Field Video Production **3 credit hours** OR
- EMC 3210 - New Media Video Applications **3 credit hours**
- EMC 3060 - Writing for Digital Media **3 credit hours**
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Natural Sciences (2 rubrics) **8 credit hours**
- Specialty A or B **3 credit hours**
- Minor **3 credit hours**
Choose 6 hours from:
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 32 credit hours

Junior

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- EMC 3460 - Media and Messages **3 credit hours**
- Social/Behavioral Sciences (2 rubrics) **6 credit hours**
- Specialty A or B **6 credit hours**
- Electives (not Mass Comm) **6 credit hours**
- Minor **6 credit hours**

Subtotal: 30 Hours

Senior

- EMC 4000 - Broadcast Internship **1 to 3 credit hours** OR
- EMC 4460 - New Media Capstone **3 credit hours**
- MGMT 3610 - Principles of Management **3 credit hours** OR
- MKT 3820 - Principles of Marketing **3 credit hours** OR
- BCEN 2900 - Entrepreneurship **3 credit hours**
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours** OR
- EMC 4250 - Mass Media Law **3 credit hours** OR
- RIM 3700 - Copyright Law **3 credit hours**
- Specialty A or B **6 credit hours**
- Electives **13 credit hours**

Subtotal: 28 Hours

Total hours in program: 120

Mass Communication, Photography Concentration, B.S.

Department of Electronic Media Communication

The Photography program integrates technical competence and visual awareness. Experiences promote personal and professional growth toward careers in fine arts photography, commercial photography, and photojournalism. In addition to the core competencies outlined below, all Photography students must take a two-dimensional design course (ART 1610) in the Art Department.

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

Admission to Candidacy

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

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

Required Courses (40 hours)

NOTE: Total hours in college not to exceed 48 hours.

College Core (9 hours)

- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours** OR
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- equivalent writing competency (grade of B or better in ENGL 1010 and 1020). If a requirement is waived due to grades of B or better in ENGL 1010 and ENGL 1020, hours must be replaced by a 3-hour Mass Communication elective.
- 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 Courses (27 hours)

- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- PHOT 3120 - Intermediate Photography II **3 credit hours**
- PHOT 3810 - Color Photo Communication I **3 credit hours**
- PHOT 4040 - Color Photo Communication II **3 credit hours**

- PHOT 4280 - Editorial Photography **3 credit hours**
- EMC 3200 - Still Digital Imaging **3 credit hours** OR
- PHOT 3200 - Still Digital Imaging **3 credit hours**
- EMC 4060 - Photojournalism **3 credit hours** OR
- PHOT 4060 - Photojournalism **3 credit hours**

Photography Electives (4-12 hours)

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

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

Other Requirements

- Minor (15-18 hours)
- ART 1610 - Two-Dimensional Design **3 credit hours**
- 72 hours outside the College of Mass Communication

Recommended Curriculum

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

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- Mathematics **3 credit hours**
- Minor **3 credit hours**
- ART 1610 - Two-Dimensional Design **3 credit hours** (required)
- PHOT 2050 - Basic Black and White Photography **3 credit hours**
- PHOT 3110 - Intermediate Photography I **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 30 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- Natural Sciences (2 rubrics) **8 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- PHOT elective **1-3 credit hours**
- Minor **6 credit hours**
- PHOT 3040 - History of Photography **3 credit hours**
- PHOT 3120 - Intermediate Photography II **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: 30-32 Hours

Junior

- JOUR 2710 - Media Writing **3 credit hours** OR
- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours**
- EMC 3200 - Still Digital Imaging **3 credit hours** OR
- PHOT 3200 - Still Digital Imaging **3 credit hours**
- PHOT 3810 - Color Photo Communication I **3 credit hours**
- PHOT 4040 - Color Photo Communication II **3 credit hours**
- Elective **3 credit hours**
- Minor **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**

Subtotal: 30 Hours

Senior

- EMC 4250 - Mass Media Law **3 credit hours** OR
- JOUR 4250 - Mass Media Law **3 credit hours** OR
- PHOT 4190 - Ethics and Law for Visual Communicators **3 credit hours**
- PHOT 4060 - Photojournalism **3 credit hours**
- PHOT 4280 - Editorial Photography **3 credit hours**
- Electives **15 credit hours**
- PHOT electives **3 credit hours**
- Minor **3 credit hours**

Subtotal: 30 Hours

Total hours in program: 120

Electronic Media Communication

EMC 1020 - American Media and Social Institutions

3 credit hours

(Same as JOUR 1020/RIM 1020.)

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

EMC 1050 - Basic Digital Photography and Imaging

3 credit hours

(Same as PHOT 1050.)

Introduces digitally based still photography; principles, methods, theory, and practice for non-photography majors. Emphasis placed on the digital single lens reflex (D-SLR) camera. Explores exposure, metering, focus, depth of field, lenses, basic lighting, design elements, and composition. Basic principles of digital photographic capture discussed. Students responsible for providing a digital single lens reflex (D-SLR) camera.

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

EMC 1300 - Animation and the Illusion of Motion

3 credit hours

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.

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

Prerequisite: EMC 1020, writing competency, or admission to RI candidacy. Production elements and technology of the electronic media industry. Creative conceptualizations, elements of composition, the production process included. Basic visual and aural technology demonstrated.

EMC 2130 - Introduction to Field Video Production

3 credit hours

Prerequisite: EMC 1020 or permission of department. Technical, operational, and creative basics of single camera production. Focuses on skills used in producing, directing, and production management. Incorporates equipment applications including videography, lighting, field audio, and video editing. Three-hour lecture plus up to three-hour lab per week.

EMC 2131 - Introduction to Studio Video Production

3 credit hours

Prerequisites: EMC 1020 and EMC 2410 or EMC 2500. Technical and creative elements of multi camera video production. Experience gained through lecture and lab assignments in producing, directing, crew positions, and studio layout. Three-hour lecture plus up to three-hour lab per week.

EMC 2132 - Introduction to Video Journalism

3 credit hours

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

EMC 2410 - Introduction to Electronic Media

3 credit hours

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

EMC 2500 - Survey of New Media Communication

3 credit hours

Developing systems and methods of new media message delivery. Explores cultural, social, ethical, historical, and legal challenges of new media.

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

(Same as JOUR 3000.) Prerequisite: Upper-division standing.

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.

EMC 3020 - Writing for the Electronic Media**3 credit hours**

Techniques of creating and writing for electronic media, including radio, television, and computer-generated programming for cable systems and studio production. Consideration of program design and technical limitations of media production for specific formats. Emphasis on readability of copy, writing style, time constraints, editing, and the integration of sound with graphic images or visual information.

EMC 3030 - Electronic Media Advertising**3 credit hours**

Prerequisite: EMC 2410.

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

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

Prerequisites: Admission to candidacy and EMC 1050 or permission of instructor.

Two-dimensional computer-generated graphics for television. Emphasis on the aesthetics and techniques for operating systems for character and graphics generation. Develop skills in the successful compositing of these graphics with live action and videotape sequences.

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

EMC 3060 - Writing for Digital Media**3 credit hours**

Prerequisite: JOUR 1020/EMC 1020, EMC 2500, and JOUR 2710 (may not be taken concurrently) or permission of instructor.

Fundamental principles of writing interactively for specific audiences. Encourages students to explore content development; looks at creation of meaning in the new media while providing skills in content.

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

(Same as JOUR 3070.) Prerequisites: EMC 2500 and EMC 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.

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

Prerequisites: EMC 2410; instructor approval.

Theory and techniques of sound production, recording, microphones, taping, and board equipment. Analysis of creative efforts and responsibilities in writing, production, and direction. Laboratory required.

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

EMC 3140 - Multi-Camera Directing and Producing**3 credit hours**

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

EMC 3150 - Single-Camera Directing and Producing**3 credit hours**

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

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

(Same as PHOT 3200.) Prerequisites: Admission to candidacy; PHOT 2050 and instructor approval; must have some working knowledge of the Macintosh computer system.

Computerization of traditional film images and use of digital cameras allows student to use different software programs to manipulate photographic images. Ethics and law discussed along with techniques and hands-on analysis of this new medium.

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

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

Prerequisite: EMC 2130 or EMC 2132.

Video creation for online, mobile, and other new media delivery channels. Explores transformations inherent in the digital domain and the associated social and cultural ramifications. Students will create productions that reflect these concepts. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 3300 - Introduction to Digital Animation
3 credit hours

Prerequisite: ART 1610 or ART 1620 or permission of instructor.

Two- and three-dimensional computer data and animation. Emphasis on the aesthetics and techniques for building, lighting, assigning surface attributes, 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 electronic media quality three-dimensional animations and techniques and aesthetics incorporated into traditional methods of animations for contrast and comparison. Three-hour lecture plus up to three-hour lab per week.

EMC 3310 - Intermediate Digital Animation
3 credit hours

Prerequisite: EMC 3300.

Continuation of 3300 for the development of two- and three-dimensional computer data and animation. Further understanding of aesthetics and techniques for building, lighting, assigning surface attributes, and rendering of three-dimensional models, to be used in designing and producing three-dimensional computer-generated animations. Introduction to the creation and modification of customized lighting models and the development of customized surface and bump-mapped textures as well as the techniques involved in the compositing of live-action videotape, sound, and computer-generated images. Three-hour lecture plus up to three-hour lab per week.

EMC 3320 - Introduction to Digital Compositing
3 credit hours

Prerequisites: ART 1610 and CSCI 1150

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 videotape and DVD presentations.

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

EMC 3410 - Electronic Media News Writing
3 credit hours

Prerequisite: Admission to candidacy.

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

EMC 3420 - Freelance Video Production
3 credit hours

Prerequisites: Admission to candidacy, EMC 2130 and EMC 2131 or EMC 3140 and EMC 3150. Focuses on the techniques and business applications of freelance video and video publication. Emphasis on writing, program design and objectives, planning and producing television materials. Three-hour lecture plus up to three-hour lab per week.

EMC 3460 - Media and Messages
3 credit hours

Communication situations, communication needs analysis, and the application of media in solving communication problems. Involves theoretical and practical application of mass communication theories.

EMC 3500 - Electronic Media News Reporting and Producing
3 credit hours

Prerequisites: Admission to candidacy; EMC 2132 and EMC 3410. Theory and practice in the gathering, editing, and writing of news for electronic media. Attention given to on-the-air presentation. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 3510 - Mass Media and American Culture
3 credit hours

(Same as JOUR 3510.) Prerequisite: Upper-division standing.

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

EMC 3570 - Broadcast Announcing and Performance
3 credit hours

Prerequisite: Admission to candidacy.

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

EMC 3580 - Broadcast 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 Mass Communication. A minimum of 75 hours of work will be required for each hour of credit. Note: Total university credit for practicum and internship courses cannot exceed 6 credits.

EMC 3600 - Digital and Media Literacy
3 credit hours

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

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

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

EMC 3740 - Advanced Electronic Media News Reporting and Producing
4 credit hours

Prerequisites: Admission to candidacy; EMC 3410, EMC 3500, and EMC 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.

EMC 4000 - Broadcast Internship
1 to 3 credit hours

Prerequisites: Admission to candidacy; senior

standing; permission of sequence internship coordinator or instructor.

Practical experience for advanced students in a professional setting. A minimum of 75 hours of work per credit hour plus other assignments is required. Note: Total university credit for internship and practicum courses cannot exceed 6 credits. Pass/Fail. Can be repeated with different employer for one to three credits with permission of instructor.

EMC 4010 - Electronic Media Sales
3 credit hours

Prerequisite: EMC 2410. Theories of marketing and selling the intangible products of the electronic media industries. The fundamentals of positioning, theory and use of ratings, and local, regional, and national buying and selling strategies presented.

EMC 4020 - Advanced Scriptwriting
3 credit hours

Prerequisites: EMC 1020; writing competency; EMC 3020 or permission of instructor. Scriptwriting guidelines, character development, plot design, and creation of storylines for contemporary television genre programs. Writing of original scripts conforming to the genre taught required. Topics will vary by offering. May be repeated for up to 9 hours credit for different topics.

EMC 4040 - Motion Graphics II
3 credit hours

Prerequisite: EMC 3040. Advanced principles and processes of designing non-moving graphics as well as motion graphics for video production, broadcast television, and the Internet. Emphasizes freedom of expression while respecting diversity of media audiences. Three-hour lecture plus up to three-hour lab per week.

EMC 4060 - Photojournalism
3 credit hours

(Same as PHOT 4060.) Prerequisites: Admission to candidacy; PHOT 3120 and PHOT 3810; EMC 3200/PHOT 3200; or consent of instructor. Principles and practices of photography, including documentary, news and feature portraiture, photo stories and essays, and photo layout. Emphasis on newspaper assignments, participation in campus publications, portfolio editing and production, and internship preparation. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

EMC 4130 - Advanced Production Editing**3 credit hours**

Prerequisites: Admission to candidacy; EMC 2130, EMC 3140, or EMC 3150. Methods of editing for narrative and non-narrative forms of media along with theory. Hands-on exercises, in class and one external editing project (experiential) for a client incorporate editing techniques, color correction, motion, filters, text, and audio editing for video. Three-hour lecture plus up to three-hour lab per week.

EMC 4140 - Electronic Media Programming**3 credit hours**

Prerequisite: EMC 2410.

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

EMC 4150 - Video Series Production**3 credit hours**

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

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

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

EMC 4210 - Mass Communication and Society**3 credit hours**

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

Theories of the process of mass communication, how media affect society, the evolution within a social and cultural context, ethical and social dimensions.

Extensive reading in theory, history, and research.

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

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

EMC 4300 - Advanced Digital Animation I**3 credit hours**

Prerequisites: Admission to candidacy; EMC 3310. Continuation of 3310 for the development of two- and three-dimensional computer data and animation. Further understanding of the aesthetics and techniques for visually communicating information for

television journalism, advertising, and entertainment. Serves as a final classroom laboratory in preparation for the required internship and offers greater understanding of complete animation production and more complex methods for the integration of composited computer-generated images with live-action videotape and sound.

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

EMC 4310 - Advanced Digital Animation II**3 credit hours**

Continuation of the development of three-dimensional computer data and animation. Further understanding of the aesthetics and techniques for visually communicating information for television, advertising, film, video games, visualization, and other entertainment. Serves as preparation for the required senior capstone courses and offers greater understanding of complete character animation production, principles, and foundation. Three-hour lecture plus up to three-hour lab per week.

EMC 4400 - Animation Seminar I**3 credit hours**

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

EMC 4410 - Animation Seminar II**3 credit hours**

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

EMC 4430 - Electronic Media Management**3 credit hours**

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

EMC 4460 - New Media Capstone**3 credit hours**

Prerequisite: EMC 3060 or permission of instructor. Solving communication problems through digital communication applications. Involves working with outside clients, forming media companies, and the production of mediated materials within a production company model. Three-hour lecture plus up to three-hour lab per week.

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

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

EMC 4610 - Visual Communication for the Print Media**3 credit hours**

Increases visual literacy; provides knowledge of our visual heritage, seeks to enrich the judgment of those responsible for making decisions about the use and display of photographs for publication. Also includes photographic processes and handling of pictures for publication among particular audiences.

EMC 4660 - Scientific Approaches to Media**3 credit hours**

(Same as JOUR 4660.) Prerequisite: Junior standing. Provides a critical overview off the historical, intellectual, and theoretical foundations of scientific inquiry with specific emphasis on quantitative research methods. Introduces major theories and methods of scientific inquiry in the field of communication including psychological and sociological perspectives, survey research, content analysis, experiments, observational research, and statistical analysis. Explores audience analysis, media effects, message testing, campaign evaluation, political communication, public opinion, and new media technologies.

EMC 4790 - Global News and World Media Cultures**3 credit hours**

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

issues and role of global advertising and public relations.

EMC 4800 - Seminar in Media Issues**3 credit hours**

(Same as JOUR 4800.) Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media including their relationships to each other and to government, advertisers, consumers, and other "publics." Can repeat for 6 hours with different topic.

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

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

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

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

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

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

EMC 4900 - Independent Study in Mass Communication**1 to 3 credit hours**

(Same as JOUR 4900.) Prerequisite: Admission to candidacy.

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

EMC 4910 - Advanced Seminar-Digital Imaging
3 credit hours

Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of digital imaging materials. Integration of theory and skills from other EMC/RIM courses. Advanced compositing techniques, particle generation, and advanced modeling techniques are probable topics. Can be repeated with different topics; topics will vary by semester offering. Three-hour lecture plus up to three-hour lab per week.

EMC 4920 - Advanced Seminar-Electronic Media Journalism
3 credit hours

Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, preparation, and production of a specific news program format. Integration of theory and skills from other EMC/RIM courses. Documentary, political analysis, sports, and newscasting are probable topics. Topics will vary by semester offering. Can be repeated with different topics. Three-hour lecture plus up to three-hour lab per week.

EMC 4930 - Advanced Seminar-Electronic Media Management
3 credit hours

Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, preparation, and management of a specific program format. Integration of theory and skills from other EMC/RIM courses. Programming, station operations, and sales are probable topics. Topics will vary by semester offering. Can be repeated with different topics. Three-hour lecture plus up to three-hour lab per week.

EMC 4940 - Advanced Seminar-Electronic Media Production
3 credit hours

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

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

EMC 4950 - Advanced Seminar-New Media
3 credit hours

Prerequisite: Candidacy; permission of department. Provides practical experience in the conceptualization, design, and production of new media oriented projects as well as integration of theory and skills from other EMC courses. Topics will vary by semester offering but may include content management systems; e-books; web and mobile applications; digital signs, etc. Can be repeated for 6 credit hours with different topics. Three-hour lecture plus up to three-hour lab per week.

Photography

PHOT 1050 - Basic Digital Photography and Imaging
3 credit hours

(Same as EMC 1050.) Introduces digitally based still photography; principles, methods, theory, and practice for non-photography majors. Emphasis placed on the digital single lens reflex (D-SLR) camera. Explores exposure, metering, focus, depth of field, lenses, basic lighting, design elements, and composition. Basic principles of digital photographic capture discussed. Students responsible for providing a digital single lens reflex (D-SLR) camera. Three-hour lecture plus up to three-hour lab per week.

PHOT 2050 - Basic Black and White Photography
3 credit hours

Black and white processing and printing; principles and procedures combined with theories of visual perception. Three-hour lecture plus up to three-hour lab per week.

PHOT 3040 - History of Photography
3 credit hours

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

PHOT 3110 - Intermediate Photography I
3 credit hours

Prerequisite: PHOT 2050. Further investigation into the exposure and development controls of black and white photography as a method of expression and communication. Three-hour lecture plus up to three-hour lab per week.

PHOT 3120 - Intermediate Photography II**3 credit hours**

Prerequisites: PHOT 3110 and ART 1610. A continuation of 3110. Three-hour lecture plus up to three-hour lab per week.

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

(Same as EMC 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.

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 photography setting. A minimum of 75 hours work for each hour of credit. 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.

The making of color images using transparencies and color print materials.

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

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 or consent of instructor.

A continuation of 3810.

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

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 and essays, and photo layout. Emphasis on newspaper assignments, participation in campus publications, portfolio editing and production, and internship preparation. Laboratory required.

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

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.

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.

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

Prerequisites: Admission to candidacy; PHOT 4060.

Studio illustration with food, fragrance, beverage, jewelry, glass, and flatware with an emphasis on tabletop. Introduction to large-format view camera and studio lighting. Problems in advertising photography including responsibilities under truth in advertising.

Lecture/lab with three to six hours per week.

PHOT 4280 - Editorial Photography

3 credit hours

Prerequisites: Admission to candidacy; PHOT 3040, PHOT 3120, and PHOT 3810. Editorial illustration for fashion, corporate, annual report, home, and garden with emphasis on location lighting. Exploration of various career opportunities and business practices open to the professional photographer. Three-hour lecture plus up to three-hour lab per week.

PHOT 4290 - Documentary Photography

3 credit hours

Prerequisites: PHOT 3120, PHOT 3810, and PHOT 4040.

Those students using color print material must be enrolled in or have taken PHOT 4040. Students will photograph several short-term photo essays and picture stories in addition to a long-term project 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.

Journalism

Dwight E. Brooks, Director

Alligood, Asthana, Badger, Blake, Bodle, Burriss, Farwell, Fitzgerald, Foss, Greenwood, Haines, Hoepner, Kimbrell, Lee, Loubere, Marcellus, Moore, Park, Rawls, Reineke, Sarabia-Panol

The School of Journalism offers work leading to the Bachelor of Science degree with a major in Mass Communication and concentrations in Advertising-Public Relations, Visual Communication, Journalism (newspaper/magazine), and Media Studies. A total of 37-40 hours of coursework is required for the major in the School of Journalism. A minimum of 72 hours must be taken outside the college.

All majors are required to have two minors. Mass Communication majors may not take any Mass Communication courses as credit toward their minors. Students outside the college may choose to minor in Mass Communication with an emphasis in any of the School of Journalism's concentrations.

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

Mass Communication, Advertising-Public Relations Concentration (Advertising), B.S.

School of Journalism

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

Although students in advertising are primarily oriented toward either the creative or management side of the business, they essentially take the same courses in advertising. Creative students usually minor in liberal arts areas such as English and art. In addition to the liberal arts minor, management students usually complete their second minor in a business area such as marketing.

Advertising students take the following required courses. Students should check the prerequisites for each course.

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
JOUR 2710
ADV 3020
ENGL 1010 and ENGL 1020 (grade of C prerequisite to JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Writing/Design Requirements (12 hours)

- JOUR 2710 - Media Writing **3 credit hours**
- ADV 4160 - Advertising Copywriting **3 credit hours**

Plus two of the following:

- PR 3360 - Public Relations Communication **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual Requirements (9 hours)

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

Choose two:

- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 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 4850 - Ethics and Mass Communication **3 credit hours**
- JOUR 4910 - Research in Media Issues **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**

Professional Topics (6 hours)

- ADV 3480 - Advertising Media Planning **3 credit hours**
- ADV 4230 - Advertising Management **3 credit hours**
- JOUR upper-division elective **3 credit hours**

Special/Senior Topics (3 hours)

- ADV 4170 - Advertising Campaigns **3 credit hours**

Practicum/Internship or Upper-Division Elective (1-3 hours)

- JOUR 3580 - MC Practicum **1 to 3 credit hours**
- JOUR 4000 - MC Internship **1 to 3 credit hours**
- Journalism upper-division elective **1 to 3 credit hours**

Curriculum: Mass Communication, Advertising-Public Relations (Advertising)

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

Freshman

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**

- Mathematics **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Natural Sciences **4 credit hours**

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- ADV 3020 - Survey of Advertising **3 credit hours**
- Natural Sciences (Rubric 2) **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **9 credit hours**

Subtotal: 31 Hours

Junior

- ADV 4160 - Advertising Copywriting **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours** OR
- PR 3380 - Public Relations Publications **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- ADV 3480 - Advertising Media Planning **3 credit hours** OR
- ADV 4230 - Advertising Management **3 credit hours** OR
- Upper-division elective **3 credit hours**
- Minor courses **15 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 30 Hours

Senior

- PR 3360 - Public Relations Communication **3 credit hours** OR
- PR 3380 - Public Relations Publications **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- ADV 3480 - Advertising Media Planning **3 credit hours** OR
- ADV 4230 - Advertising Management **3 credit hours** OR

- Upper-division elective **3 credit hours**
- ADV 4170 - Advertising Campaigns **3 credit hours**
- Minor courses **9 credit hours**
- Minor or elective course **3 credit hours**
- Elective **3 credit hours**
- JOUR conceptual requirement **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours** OR
- Upper-division elective **3 credit hours**

Subtotal: 28-30 Hours

Total hours in program: 120

NOTE:

*All students in the School of Journalism are required to complete two 15-18 hour minors. Students in any School of Journalism concentration **may not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

Mass Communication, Advertising-Public Relations Concentration (Public Relations), B.S.

School of Journalism

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; both programs require 37-39 credits. By the junior year, students should choose two minors, and one should be in the Jennings A. Jones College of Business. With permission of the advisor or the director of the School of Journalism, a student may replace the 15 hours in the Jennings A. Jones College of Business with a minor in the basic or applied sciences or a minor in the liberal arts and sciences.

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
JOUR 2710
PR 2040
ENGL 1010 and ENGL 1020 (grade of C or better prerequisite for JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Writing/Design Requirements (15 hours)

Writing

- JOUR 2710 - Media Writing **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours**

Choose one:

- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**

Design

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

Choose one:

- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual Requirements (9 hours)

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

Choose two:

- ADV 3020 - Survey of Advertising **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 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 4850 - Ethics and Mass Communication **3 credit hours**
- JOUR 4910 - Research in Media Issues **3 credit hours**

Professional Topics (3-4 hours)

Choose one:

- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- VCOM 3910 - Basic Visual Design **3 credit hours**

Senior Topics (3 hours)

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

Internship/Practicum or Upper-Division Elective (1-3 hours)

Choose one:

- JOUR 3580 - MC Practicum **1 to 3 credit hours**
- JOUR 4000 - MC Internship **1 to 3 credit hours**
- JOUR upper-division elective **3 credit hours**

Curriculum: Mass Communication, 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 mass communication courses.

Freshman

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

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor courses **6 credit hours**
- Minor course (Business) **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours** OR
- JOUR 3450 - Editing **3 credit hours** OR
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- Minor courses (Business) **6 credit hours**
- Minor courses **9 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 30 Hours

Senior

- PR 4740 - Public Relations Campaigns **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours** OR
- VCOM 3910 - Basic Visual Design **3 credit hours** OR
- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours** OR
- JOUR elective (upper-division) **1-3 credit hours**
- JOUR conceptual requirement **3 credit hours**
- Minor course **3 credit hours**
- Minor courses (Business) **6 credit hours**
- Minor or elective course **3 credit hours**
- Elective **3 credit hours**

Subtotal: 28-31 Hours

Total hours in program: 120

NOTE:

*All students in the School of Journalism are required to complete two 15-18 hour minors. Students in any school of Journalism concentration **may not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

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

School of Journalism

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; both programs require 37-39 credits by the junior year, students should choose two minors and one should be in the Jennings A. Jones College of Business. With permission of the advisor or the director of the School of Journalism, a student may replace the 15 hours in the Jennings A. Jones College of Business with a minor in the basic or applied sciences or a minor in the liberal arts and sciences.

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
JOUR 2710
PR 2040
ENGL 1010 or ENGL 1020 (grade of C prerequisite for JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Writing/Design Requirements (15 hours)

Writing

- JOUR 2710 - Media Writing **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**

Design

- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
Choose one:
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual Requirements (9 hours)

- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- **Choose one:**
- ADV 3020 - Survey of Advertising **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 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**
- JOUR 4910 - Research in Media Issues **3 credit hours**

Professional Topics (3 hours)

Choose one:

- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- RIM 3720 - Artist Management **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**
- VCOM 3910 - Basic Visual Design **3 credit hours**

Senior Topics (3 hours)

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

Internship/Practicum or Upper-Division Elective (1-3 hours)

- Journalism upper-division elective **3 credit hours** OR
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours** OR
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours**

Curriculum: Mass Communication, 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 mass communication courses.

Freshman

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

Subtotal: 31 Hours

Sophomore

- ENGL 2020 - Themes in Literature and Culture **3 credit hours** (Hum/FA) OR
- ENGL 2030 - The Experience of Literature **3 credit hours** (Hum/FA) OR
- HUM 2610 - Foreign Literature in Translation **3 credit hours** (Hum/FA)
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- Natural Science **4 credit hours**
- Social/Behavioral Science **3 credit hours**
- Minor courses **6 credit**
- Minor course (Business) **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- PR 3360 - Public Relations Communication **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Minor courses **9 credit hours**
- Minor courses (Business) **6 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 30 Hours

Senior

- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours** OR
- VCOM 3910 - Basic Visual Design **3 credit hours** OR
- RIM 3720 - Artist Management **3 credit hours** OR
- RIM 3890 - International Recording Industry **3 credit hours** OR
- RIM 4320 - Concert Promotion and Touring **3 credit hours** OR
- RIM 4620 - Marketing of Recordings **3 credit hours** OR
- JOUR 3450 - Editing **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours** OR
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours**
- Minor course **3 credit hours**
- Minor courses (Business) **6 credit hours**
- Minor course or elective **3 credit hours**
- Elective **3 credit hours**

Subtotal: 28-30 Hours

Total hours in program: 120

NOTE:

*All students in the School of Journalism are required to complete two 15-18 hour minors. Students in any School of Journalism concentration **may not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

Mass Communication, Journalism Concentration, B.S.

School of Journalism

The Mass Communication major with a concentration 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.**

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR 1020/EMC 1020/RIM 1020
JOUR 2710
JOUR 3090/JOUR 3091
ENGL 1010 and ENGL 1020 (grade of C prerequisite to JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Writing/Design Requirements (13 hours)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**

Choose one:

- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**

Choose one:

- JOUR 3450 - Editing **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual (12 hours)

Choose four:

- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**

- JOUR 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**
- JOUR 4910 - Research in Media Issues **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**

Professional Topics (3 hours)

Choose one:

- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**

Special/Senior Topics (3 hours)

- JOUR 4800 - Seminar in Media Issues **3 credit hours**

Practicum/Internship (1-3 hours)

Choose one:

- JOUR 3580 - MC Practicum **1 to 3 credit hours**
- JOUR 4000 - MC Internship **1 to 3 credit hours**

Curriculum: Mass Communication, Journalism Concentration

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)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **6 credit hours**
- Mathematics **3 credit hours**
- Natural Sciences **4 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- 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)
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **6 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 32 Hours

Junior

- JOUR 3450 - Editing **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours** OR
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours** OR
- JOUR 3590 - Magazine Writing and Editing **3 credit hours** OR
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- Minor courses **15 credit hours**
- JOUR conceptual requirement **6 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- Minor courses **12 credit hours**
- Minor or elective course **5 credit hours**
- JOUR conceptual requirement **6 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours**

Subtotal: 27 to 29 Hours

Total hours in program: 120

NOTE:

*All students in the School of Journalism are required to complete two 15-18 hour minors. Students in any School of Journalism concentration **may not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

Mass Communication, Media Studies Concentration, B.S.

School of Journalism

The Mass Communication 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.**

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR 1020/EMC 1020/RIM 1020
JOUR 3650
ENGL 1010 and ENGL 1020 (grade of C prerequisite to JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Core Requirements (12 hours)

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

Media Criticism (3 hours)

Choose one:

- JOUR 3000 - Introduction to Motion Pictures **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**

Conceptual Requirements (9 hours)

Choose three:

- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4850 - Ethics and Mass Communication **3 credit hours**
- ADV 3060 - Sexuality and Gender in Advertising **3 credit hours**
- ADV 4250 - Advertising and Social Media **3 credit hours**
- Approved elective in School of Journalism **3 credit hours**

Diversity (3 hours)

Choose one:

- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- Approved elective outside School of Journalism **3 credit hours**

Global Culture (3 hours)

Choose one:

- 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**
- Approved elective outside School of Journalism **3 credit hours**

Senior Seminar (3 hours)

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

Curriculum: Mass Communication, 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 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)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts **6 credit hours**
- Mathematics **3 credit hours**
- Natural Sciences **4 credit hours**
- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- EMC 1020 - American Media and Social Institutions **3 credit hours**
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours**
- HIST 2020 - Survey of United States History II **3 credit hours**
- 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**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**

- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **6 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- Media Criticism course **3 credit hours**
- Conceptual courses **6 credit hours**
- Diversity course **3 credit hours**
- Minor courses **12 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4910 - Research in Media Issues **3 credit hours**
- Conceptual course **3 credit hours**
- Global culture course **3 credit hours**
- Minor courses **12 credit hours**
- Minor or elective courses **6 credit hours**
- Elective **1 credit hour**

Subtotal: 28 Hours

NOTE:

*All students in the School of Journalism are required to complete two 15-18 hour minors. Students in any School of Journalism concentration **may not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

Mass Communication, Visual Communication Concentration, B.S.

School of Journalism

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 main 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.

Visual Communication students take the following required courses. **Students should check the prerequisites for each course.**

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR 1020/EMC 1020/RIM 1020
JOUR 2710
VCOM 2010
VCOM 2950
ENGL 1010 and ENGL 1020 (grade of C prerequisite to JOUR 2710)
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Required Courses

Foundation Requirements (6 hours)

- JOUR 1020 - American Media and Social Institutions **3 credit hours**
- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**

Writing/Design Requirements (15-16 hours)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3910 - Basic Visual Design **3 credit hours**

Choose one:

- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- EMC 3020 - Writing for the Electronic Media **3 credit hours**
- EMC 3060 - Writing for Digital Media **3 credit hours**

Conceptual Requirements (9 hours)

- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**

Choose one:

- JOUR 3510 - Media History and American Culture **3 credit hours**
- JOUR 4210 - Mass Communication and Society **3 credit hours**
- JOUR 4250 - Mass Media Law **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 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 4190 - Ethics and Law for Visual Communicators **3 credit hours**

Senior Special Topic (6 hours)

- VCOM 4010 - Information Design **3 credit hours**
- VCOM 4180 - Advanced Visual Design **3 credit hours**

Practicum/Internship/Upper-Division Elective (1-3 hours)

Choose one or a combination of not more than 3 hours total

- JOUR 3580 - MC Practicum **1 to 3 credit hours**
- JOUR 4000 - MC Internship **1 to 3 credit hours**
- Journalism upper-division elective **3 credit hours**

Curriculum: Mass Communication, 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 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)
- JOUR 1020 - American Media and Social Institutions **3 credit hours** OR
- EMC 1020 - American Media and Social Institutions **3 credit hours** OR
- RIM 1020 - American Media and Social Institutions **3 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**

- Natural Sciences **4 credit hours**
- Mathematics **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**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **3 credit hours** OR
- INFS 3100 - Principles of Management Information Systems **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- Natural Sciences **4 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Minor courses **9 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- VCOM 3910 - Basic Visual Design **3 credit hours**
- Minor courses **15 credit hours**

Subtotal: 30 Hours

Senior

- EMC 3020 - Writing for the Electronic Media **3 credit hours** OR
- EMC 3060 - Writing for Digital Media **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours** OR
- JOUR 3090 - Reporting **4 credit hours** AND
- JOUR 3091 - Reporting Lab **0 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours** OR
- JOUR elective (upper-division) **1-3 credit hours**
- VCOM 4010 - Information Design **3 credit hours**
- VCOM 4180 - Advanced Visual Design **3 credit hours**
- Minor courses **9 credit hours**
- Minor or elective course **3 credit hours**

- Elective **3 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 28-31 Hours

Total hours in program: 120

NOTE:

*All students in the school of Journalism are required to complete two 15-18 hour minors. Students in any School of Journalism concentration may **not** minor in any area of the College of Mass Communication. A computer literacy course is required. CSCI 1000 **will not** meet this requirement.*

Advertising

ADV 3020 - Survey 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 - Sexuality and Gender in Advertising **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 Layout and Design **3 credit hours**

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

ADV 3480 - Advertising Media Planning **3 credit hours**

Prerequisite: Admission to candidacy. 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.) Prerequisite: Admission to candidacy. 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 4160 - Advertising Copywriting **3 credit hours**

Prerequisite: Admission to candidacy. Advanced techniques and skills in the writing and design of advertising messages, emphasizing print and electronic media.

ADV 4170 - Advertising Campaigns **3 credit hours**

Prerequisites: Admission to candidacy; ADV 3480 and

ADV 4160 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.

ADV 4230 - Advertising Management **3 credit hours**

Prerequisites: Admission to candidacy; junior standing; ADV 3480; ADV 4160 or permission of instructor. Problems, decisions, and decision-making processes of advertising managers. Emphasis on decision making across functional areas of advertising process.

ADV 4250 - Advertising and Social Media **3 credit hours**

Prerequisite: Admission to candidacy; ADV 3020. Explores advertisers' use of social media from various theoretical perspectives and using actual cases. Focuses on building skills in various platforms.

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 2710 - Media Writing **3 credit hours**

Prerequisites: Grade of B 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 3000 - Introduction to Motion Pictures **3 credit hours**

(Same as EMC 3000.) 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

(Same as EMC 3050 .) 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

(Same as EMC 3070.) Prerequisites: EMC 2500 and EMC 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.

JOUR 3090 - Reporting
4 credit hours

Prerequisite: JOUR 2710. Corequisite: JOUR 3091. Theory and practice of basic journalism skills, including content gathering, storytelling, evaluating, writing and processing of news. Three hours lecture and one two-hour laboratory where hands-on instruction acquaints journalism students with the technology and techniques used in multiplatform media convergence and establishes a base for more advanced reporting, writing, and editing courses.

JOUR 3091 - Reporting Lab
0 credit hours

Corequisite: JOUR 3090. Three hours lecture and one two-hour laboratory.

JOUR 3100 - Introduction to Popular Music Studies
3 credit hours

(Same as RIM 3100.) Prerequisite: 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.

JOUR 3450 - Editing
3 credit hours

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

JOUR 3510 - Media History and American Culture
3 credit hours

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

JOUR 3520 - Special Topics in Professional Issues
3 credit hours

(Same as ADV/PR/VCOM 3520.) Prerequisites: JOUR 3090 and admission to candidacy. 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: Admission to candidacy 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 3580 - MC Practicum
1 to 3 credit hours

Prerequisites: Admission to candidacy; 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

Prerequisites: Admission to candidacy; JOUR 3530. Types of magazines and editorial needs; practice in magazine article writing.

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

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

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

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

JOUR 4000 - MC Internship**1 to 3 credit hours**

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

JOUR 4210 - Mass Communication and Society**3 credit hours**

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

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

(Same as EMC 4250.) Prerequisites: JOUR 1020; 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: Admission to candidacy or 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**

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

JOUR 4660 - Scientific Approaches to Media**3 credit hours**

(Same as EMC 4660.) Prerequisite: Junior standing. Provides a critical overview of the historical, intellectual, and theoretical foundations of scientific inquiry with specific emphasis on quantitative research methods. Introduces major theories and methods of scientific inquiry in the field of communication including psychological and sociological perspectives, survey research, content analysis, experiments, observational research, and statistical analysis. Explores audience analysis, media effects, message testing, campaign evaluation, political communication, public opinion, and new media technologies.

JOUR 4670 - Cultural Approaches to Media**3 credit hours**

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

JOUR 4700 - Mass Media and National Security**3 credit hours**

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

traditions of civil liberties and the role of both the media and government in these discussions.

JOUR 4780 - Media and Markets
3 credit hours

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

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

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

JOUR 4800 - Seminar in Media Issues
3 credit hours

(Same as EMC 4800.) Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media, including their relationships to each other and to government, advertisers, consumers, and other publics. May be repeated up to 6 credits.

JOUR 4810 - Global Comparative Media Systems
3 credit hours

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

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

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

JOUR 4850 - Ethics and Mass Communication
3 credit hours

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

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

(Same as EMC 4900.) Prerequisites: Admission to candidacy; 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 - Public Relations Communication
3 credit hours

Prerequisite: Admission to candidacy. Techniques of creating and writing, including the planning and development of corporate, public service, and other persuasive messages.

PR 3380 - Public Relations Publications
3 credit hours

Prerequisites: Admission to candidacy; VCOM 2010. 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.)

Prerequisites: JOUR 3090 and admission to candidacy. 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 4740 - Public Relations Campaigns
3 credit hours**

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

Visual Communication

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

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

**VCOM 2950 - Visual Communication Applications
3 credit hours**

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

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

(Same as ADV/JOUR/PR 3520.) Prerequisites: JOUR 3090 and admission to candidacy. 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 3910 - Basic Visual Design
3 credit hours**

Prerequisites: Admission to candidacy; JOUR 2710, VCOM 2010, and VCOM 2950. Basic design process for publication; in-depth analysis of typography, copywriting, art and illustration, photography; theory and practice of color reproduction; diverse design images; informational graphics, production methods of design for print and electronic media. Cannot be taken concurrently with VCOM 2950.

**VCOM 3980 - Information Web Design
3 credit hours**

Prerequisite: Admission to candidacy or permission of instructor; upper-level standing. Introduces software, design principles, and technology used for creating news and information website and interactive Web elements. Overview of social, political, copyright, and ethical issues involving websites and social media.

**VCOM 4010 - Information Design
3 credit hours**

Prerequisites: Admission to candidacy; VCOM 2950 or 3910. 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 - Advanced Visual Design
3 credit hours**

Prerequisites: Admission to candidacy; VCOM 4010. Application of contemporary graphic design technologies for solving visual problems in print and electronic media. Creative strategies in media design and design copywriting; cooperative and collaborative design projects; legal aspects of media graphics; strategies for designing diverse images, color reproduction, and evaluation of design performance standards for portfolio.

Recording Industry

Beverly Keel, Chair

Akins, Allen, Alleyne, Baird, Barnet, Bielmeier, Brown, Collier, Crabtree, Dahan, deClercq, Dellinger, Donham, Dougan, Fischer, Fleming, Foglia, Haseleu, Hill, Izzo, Macy, Merchant, O'Brien, Pfeifer, Piekarski, Wagnon, Wald, Wood

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, Audio Production, and Commercial Songwriting. For those in the Music Business concentration, the department offers the "fast track" B.S./M.B.A. program in cooperation with the Jennings A. Jones College of Business.

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 Russia in connection with State University of Management in Moscow and in Great Britain. Audio engineering and production courses are taught in five departmental studios, a cinema remix room, a MIDI lab, a digital audio lab, a mastering lab, and a postproduction lab, all located on campus. Music Business students have access to modern marketing software and the most current industry data. Students in Commercial Songwriting work with professional songwriters.

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

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

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 will lose their places in class and those spaces will be made available to other students. This includes labs.*

Concentrations

All Recording Industry majors must choose one of the three concentrations. Courses requirements for the 48 hours of RIM courses are determined by the concentration elected by the student:

- Audio Production
- Music Business
- Commercial Songwriting

Dual Concentration

Students who wish to complete more than one concentration may declare a dual concentration in Music Business and Audio Production. A dual concentration is not available for Commercial Songwriting. To complete a dual concentration, students must

- be accepted into candidacy for both concentrations;
- complete all sub-core courses for both concentrations;
- complete one of the Music Business required minors;
- complete nine (9) hours of electives in each concentration.

A dual concentration in Audio Production/Music Business would include the following:

RIM core courses: 18 hours

Audio Production sub core: 18 hours

Audio Production electives: 9 hours (from the list of approved Audio Production electives)

Music Business sub core: 12 hours

Music Business electives: 9 hours (from the list of approved Music Business electives)

Total hours: 66

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.

Recording Industry, Audio Production Concentration, B.S.

Department of Recording Industry

The major in Recording Industry with a concentration in Audio Production requires 48 hours of Recording Industry courses in addition to 41 hours of General Education requirements. Recording Industry majors complete one minor.

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: Audio Production, 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 45 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 3011 does not count toward candidacy or degree requirements for Audio Production. RIM 3010 is required for Audio Production students.*

The department will open a limited number of candidacy slots in the concentrations each year. Candidacy will be granted three times per year, after the end of the Fall and Spring Semesters and Summer Term. Students may choose a dual concentration. Eighty-five percent of available slots in each concentration will be awarded to the students with the highest candidacy score. 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. Changing concentrations will require a reapplication to candidacy.

The application for admission to candidacy is an online application available at http://recordingindustry.mtsu.edu/candidacy_application.html. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

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

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

Candidacy Appeals

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

Required Courses (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**
Counts as Social/Behavioral Sciences requirement

- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**

Sub-core (18 hours)

- RIM 1230 - Musicianship for Engineers **3 credit hours** *
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours** OR
- PHYS 1600 - Physics of Music **3 credit hours** ***

Electives (12 hours)

Choose 12 hours from the following:

- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3450 - Advanced Musicianship for Engineers **3 credit hours**
- RIM 3500 - Lecture Series **1 credit hour**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** **
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours** **
- RIM 4290 - MIDI Sequencing and Virtual Instruments **3 credit hours**
- RIM 4300 - Advanced Pro Tools Techniques **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**
- RIM 4390 - Ableton Live Production **3 credit hours**
- RIM 4480 - Mastering **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4570 - The Art of Soundtrack Design **3 credit hours**
- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4585 - Advanced Sound for Picture **3 credit hours**
- RIM 4590 - Computer Based Scoring for Visual Media **3 credit hours**
- RIM 4650 - Multitrack Music Recording: Studio B **3 credit hours**
- RIM 4651 - Multitrack Music Recording: Studio A **3 credit hours**
- RIM 4660 - Advanced Music Engineering **3 credit hours**
- RIM 4670 - Studio Production **3 credit hours**
- RIM 4740 - Studio Business Operations **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours of RIM 4810 can be used to count in elective area.
- RIM 4830 - Recording Studio Maintenance **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**
- RIM 4910 - Advanced Production Seminar **3 credit hours**

NOTE:

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

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

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

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

Audio Production concentration students may select up to 6 semester hours of their electives from the other concentrations.

Audio Production students may take PHYS 1600 pre-candidacy.

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

General Education Requirements

Listed below is a summary of the General Education requirements which all candidates for baccalaureate degrees must meet regardless of the department or college in which they are pursuing a major. If mitigating circumstances require a substitution for any specific course listed, such a substitution must have the approval of the academic dean of the college in which the student is pursuing a major.

All full-time, degree-seeking students should be enrolled in the appropriate General Education English course and either 6 hours in General Education or 3 hours in General Education and 3 hours in their major until they have satisfied the University General Education requirements.

The General Education requirements for all majors consist of 41 total hours including:

- Communication (9 credit hours) including
 - ENGL 1010 - Expository Writing - **3 credit hours**
 - ENGL 1020 - Research and Argumentative Writing - **3 credit hours**
 - COMM 2200 - Fundamentals of Communication - **3 credit hours**
- History - **6 credit hours**
- Humanities and/or Fine Arts - **9 credit hours**
- Mathematics - **3 credit hours** (See note below.)
- Natural Sciences - **8 credit hours**
- Social/Behavioral Sciences - **6 credit hours** (*RIM/JOUR/EMC 1020, American Media and Social Institutions will fulfill 3 hours of the Social/Behavioral Sciences requirement.*)

See **General Education** requirements for list of specific courses to fulfill.

Math Requirement Note

Recording Industry majors must take one of the following courses to fulfill the General Education Mathematics requirements:

- MATH 1710 - College Algebra **3 credit hours** (or higher level)
- MATH 1720 - Plane Trigonometry **3 credit hours**
- MATH 1730 - Pre-Calculus **4 credit hours**

MATH 1010 will not meet this requirement.

Computer Literacy Requirement

To meet the computer literacy requirement, Recording Industry majors should take one of the following courses or minor in Computer Science. CSCI 1000 will not meet this requirement.

- CSCI 1150 - Computer Orientation **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours** (*required for Business Administration minors*)
- INFS 3100 - Principles of Management Information Systems **3 credit hours**

Minors for Recording Industry Majors

All Recording Industry majors are required to complete one minor.

Audio Production concentration students may pick any minor available at MTSU. Recommended minors are Computer Science, Electronics, Electro-Acoustics, Entrepreneurship, Entertainment Technology, Film Studies, Mass Communication, Music Industry, and Entertainment Arts Design.

Curriculum: Recording Industry, Audio Production 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

- 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
- Natural Sciences **4 credit hours**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **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**
- 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)
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Natural Sciences **4 credit hours**
- RIM 1230 - Musicianship for Engineers **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- 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**

Subtotal: 31 Hours

Junior

- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- Minor courses **9 credit hours**
- RIM AP electives **6 credit hours**

Subtotal: 30 Hours

Senior

- RIM AP electives **9 credit hours**
- Minor courses **6 credit hours**
- Elective or minor course **3 credit hours**
- Electives **10 credit hours**

Subtotal: 28 Hours

Total hours in program: 120

Recording Industry, Commercial Songwriting Concentration, B.S.

Department of Recording Industry

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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: Audio Production, 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 45 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 3011 does not count toward candidacy or degree requirements for Audio Production. RIM 3010 is required for Audio Production students.*

The department will open a limited number of candidacy slots in the concentrations each year. Candidacy will be granted three times per year, after the end of the Fall and Spring Semesters and Summer Term. Students may choose a dual concentration. Eighty-five percent of available slots in each concentration will be awarded to the students with the highest candidacy score. 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. Changing concentrations will require a reapplication to candidacy.

The application for admission to candidacy is an online application available at http://recordingindustry.mtsu.edu/candidacy_application.html. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

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

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

Candidacy Appeals

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

Required Courses (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**
(Counts as Social/Behavioral Sciences requirement)
- RIM 3000 - History of the Recording Industry **3 credit hours**

- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**

Sub-core (15 hours)

- RIM 1230 - Musicianship for Engineers **3 credit hours**
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4020 - Advanced Commercial Songwriting **3 credit hours**

Choose one (3 hours)

- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**

Electives (15 hours)

- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3200 - History of Country Music **3 credit hours**
- RIM 3450 - Advanced Musicianship for Engineers **3 credit hours**
- RIM 3500 - Lecture Series **1 credit hour**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** *
- RIM 3720 - Artist Management **3 credit hours**
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours** *
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours** *
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4230 - Advanced Cyber PR in the Entertainment Industry **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 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**

NOTE:

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

Commercial Songwriting concentration students may take up to 6 semester hours of their electives from the other concentrations in Recording Industry.

General Education Requirements

Listed below is a summary of the General Education requirements which all candidates for baccalaureate degrees must meet regardless of the department or college in which they are pursuing a major. If mitigating circumstances require a substitution for any specific course listed, such a substitution must have the approval of the academic dean of the college in which the student is pursuing a major.

All full-time, degree-seeking students should be enrolled in the appropriate General Education English course and either 6 hours in General Education or 3 hours in General Education and 3 hours in their major until they have satisfied the University General Education requirements.

The General Education requirements for all majors consist of 41 total hours including:

- Communication (9 credit hours) including
 - ENGL 1010 - Expository Writing - **3 credit hours**
 - ENGL 1020 - Research and Argumentative Writing - **3 credit hours**
 - COMM 2200 - Fundamentals of Communication - **3 credit hours**
- History - **6 credit hours**
- Humanities and/or Fine Arts - **9 credit hours**
- Mathematics - **3 credit hours** (See note below.)
- Natural Sciences - **8 credit hours**
- Social/Behavioral Sciences - **6 credit hours** (*RIM/JOUR/EMC 1020, American Media and Social Institutions will fulfill 3 hours of the Social/Behavioral Sciences requirement.*)

See **General Education** requirements for list of specific courses to fulfill.

Math Requirement Note

Recording Industry majors must take one of the following courses to fulfill the General Education Mathematics requirements:

- MATH 1710 - College Algebra **3 credit hours** (or higher level)
- MATH 1720 - Plane Trigonometry **3 credit hours**
- MATH 1730 - Pre-Calculus **4 credit hours**

MATH 1010 will not meet this requirement.

Computer Literacy Requirement

To meet the computer literacy requirement, Recording Industry majors should take one of the following courses or minor in Computer Science. CSCI 1000 will not meet this requirement.

- CSCI 1150 - Computer Orientation **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours** (*required for Business Administration minors*)
- INFS 3100 - Principles of Management Information Systems **3 credit hours**

Minors for Recording Industry Majors

All Recording Industry majors are required to complete one minor.

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

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

- ENGL 1010 - Expository Writing **3 credit hours** (Comm)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Comm)
- Natural Sciences **4 credit hours**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Math) or higher
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **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)
- 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)
- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- RIM 1230 - Musicianship for Engineers **3 credit hours**
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3700 - Copyright Law **3 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Natural Sciences **4 credit hours**
- HIST 2010 - Survey of United States History I **3 credit hours** OR
- HIST 2020 - Survey of United States History II **3 credit hours** OR
- HIST 2030 - Tennessee History **3 credit hours**

Subtotal: 31 Hours

Junior

- RIM CS electives **9 credit hours**
- Minor courses **6 credit hours**
- Elective **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM 4020 - Advanced Commercial Songwriting **3 credit hours**
Choose 3 hours from:
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4200 - Digital Audio Technology **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**

Subtotal: 30 Hours

Senior

- RIM CS electives **6 credit hours**
- Minor courses **9 credit hours**
- Electives **13 credit hours**

Subtotal: 28 Hours

Total hours in program: 120

Recording Industry, Music Business Concentration, B.S.

Department of Recording Industry

The major in Recording Industry with a concentration in Music Business requires 48 hours of Recording Industry courses in addition to 41 hours of General Education requirements. Recording Industry majors complete one minor.

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: Audio Production, 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 45 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 3011 does not count toward candidacy or degree requirements for Audio Production. RIM 3010 is required for Audio Production students.*

The department will open a limited number of candidacy slots in the concentrations each year. Candidacy will be granted three times per year, after the end of the Fall and Spring Semesters and Summer Term. Students may choose a dual concentration. Eighty-five percent of available slots in each concentration will be awarded to the students with the highest candidacy score. 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. Changing concentrations will require a reapplication to candidacy.

The application for admission to candidacy is an online application available at http://recordingindustry.mtsu.edu/candidacy_application.html. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy application is near the end of each semester and is announced via email each semester.

Candidacy Formula

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

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

Candidacy Appeals

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

Requirements (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**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

- RIM 3700 - Copyright Law **3 credit hours**
- RIM 4700 - Contracts and Legal Issues **3 credit hours**

Sub-core (12 hours)

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

Electives (18 hours)

- 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 **1 credit hour**
- RIM 3580 - RIM Practicum **1 to 3 credit hours ***
- RIM 3650 - Free Expression, Mass Media, and the American Public **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours ***
- RIM 4010 - Recording Industry Internship: Technology **1 to 6 credit hours**
- RIM 4130 - Cyber PR® in the Entertainment Industry **3 credit hours**
- RIM 4210 - ProTools for Songwriters **3 credit hours**
- RIM 4230 - Advanced Cyber PR in the Entertainment Industry **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4630 - Recording Industry Research **3 credit hours**
- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- RIM 4720 - Record Retail Operation **3 credit hours**
- RIM 4730 - The A&R Function **3 credit hours**
- RIM 4740 - Studio Business Operations **3 credit hours**
- RIM 4800 - Understanding the Nashville Music Business-Past and Future **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours are allowed to count in elective area.
- RIM 4820 - Record Label Operations **3 credit hours**
- RIM 4840 - Music Publishing Administration **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**

NOTE:

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

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

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

General Education Requirements

Listed below is a summary of the General Education requirements which all candidates for baccalaureate degrees must meet regardless of the department or college in which they are pursuing a major. If mitigating circumstances require a substitution for any specific course listed, such a substitution must have the approval of the academic dean of the college in which the student is pursuing a major.

All full-time, degree-seeking students should be enrolled in the appropriate General Education English course and either 6 hours in General Education or 3 hours in General Education and 3 hours in their major until they have satisfied the University General Education requirements.

The General Education requirements for all majors consist of 41 total hours including:

- Communication (9 credit hours) including
 - ENGL 1010 - Expository Writing - **3 credit hours**
 - ENGL 1020 - Research and Argumentative Writing - **3 credit hours**
 - COMM 2200 - Fundamentals of Communication - **3 credit hours**
- History - **6 credit hours**
- Humanities and/or Fine Arts - **9 credit hours**
- Mathematics - **3 credit hours** (See note below.)
- Natural Sciences - **8 credit hours**
- Social/Behavioral Sciences - **6 credit hours** (*RIM/JOUR/EMC 1020, American Media and Social Institutions will fulfill 3 hours of the Social/Behavioral Sciences requirement.*)

See **General Education** requirements for list of specific courses to fulfill.

Math Requirement Note

Recording Industry majors must take one of the following courses to fulfill the General Education Mathematics requirements:

- MATH 1710 - College Algebra **3 credit hours** (or higher level)
- MATH 1720 - Plane Trigonometry **3 credit hours**
- MATH 1730 - Pre-Calculus **4 credit hours**

MATH 1010 will not meet this requirement.

Computer Literacy Requirement

To meet the computer literacy requirement, Recording Industry majors should take one of the following courses or minor in Computer Science. CSCI 1000 will not meet this requirement.

- CSCI 1150 - Computer Orientation **3 credit hours**
- INFS 2200 - Introduction to Microcomputing **3 credit hours** (*required for Business Administration minors*)
- INFS 3100 - Principles of Management Information Systems **3 credit hours**

Music Business M.B.A. Fast Track

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

Curriculum: Recording Industry, Music Business Concentration

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

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

Freshman

- 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**
 - Natural Sciences **4 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)
- 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

Sophomore

- COMM 2200 - Fundamentals of Communication **3 credit hours** (Comm)
- RIM 3700 - Copyright Law **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- Humanities and/or Fine Arts (2 rubrics) **6 credit hours**
- Social/Behavioral Sciences **3 credit hours**
- Natural Sciences **4 credit hours**
- Minor course **3 credit hours**
- CSCI 1150 - Computer Orientation **3 credit hours** OR
- INFS 2200 - Introduction to Microcomputing **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** (Soc/Beh Sci)

Subtotal: 31 Hours

Junior

- RIM 4700 - Contracts and Legal Issues **3 credit hours**
- RIM 3720 - Artist Management **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM MB elective **9 credit hours**
- Minor course **3 credit hours**
- Elective or minor course **3 credit hours**
- Elective **3 credit hours**

Subtotal: 30 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 **9 credit hours**
- Minor courses **12 credit hours**
- Electives **4 credit hours**

Subtotal: 28 Hours

Total hours in program: 120

Recording Industry Minor (for Nonmajors)

Department of Recording Industry

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

Required Courses (6 hours)

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

Electives (12 hours)

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

Recording Industry

RIM 1020 - American Media and Social Institutions **3 credit hours**

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

RIM 1230 - Musicianship for Engineers **3 credit hours**

Prerequisite: MATH 1710 or higher level math. 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**

Prerequisite: MATH 1710 or higher level math. Examines theories and technologies used in audio production for music, radio, TV, and film. Provides the management-oriented student with a useful vocabulary covering the area of audio production and provides the production-oriented student with the basic theory upon which production skills can be built. RIM 3010 is required for all Audio Production students; Music Business and Commercial Songwriting students may choose between RIM 3010 and RIM 3011.

RIM 3011 - Survey of Audio Technology **3 credit hours**

Prerequisite: MATH 1710 or higher level math. For non-Audio Production Recording Industry pre-candidacy students; includes students seeking admission to candidacy in the Music Business and Commercial Songwriting concentrations. Overview of the basic function and application of audio hardware and software used in music creation. Surveys audio

technology found in live sound, professional recording studios, and project studios. Required for admission to candidacy to the RI program and offered as an online course. Students must choose between and may receive credit for either RIM 3010 or RIM 3011. Audio Production concentration students will not receive credit for RIM 3011

RIM 3020 - Commercial Songwriting **3 credit hours**

(Same as MUTH 3020.) Prerequisite: RI majors - admission to Commercial Songwriting concentration and RIM 1230 or MUTH 1110; others - permission of instructor. Helps the new or developing songwriter acquire a song construction toolkit. Focuses on groove, melody, lyric, harmony, and structure and integrates these five elements into a cohesive and commercially viable song. Students expected to play guitar or piano and also sing.

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

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

RIM 3200 - History of Country Music **3 credit hours**

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

RIM 3450 - Advanced Musicianship for Engineers **3 credit hours**

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

RIM 3500 - Lecture Series**1 credit hour**

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 3700 - Copyright Law**3 credit hours**

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

RIM 3720 - Artist Management**3 credit hours**

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

RIM 3770 - Publicity in the Recording Industry**3 credit hours**

Prerequisites: RI majors - admission to candidacy and

JOUR 2710; 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 and JOUR 2710; others - RIM 3600 and JOUR 2710. Theory and practice of the fundamentals of entertainment journalism, including music industry writing, feature stories, and CD and concert reviews.

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

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

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

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

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

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

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

Prerequisites: Admission to candidacy; senior standing (90 hours), RIM 4190, RIM 4200, RIM 4400, and an approved internship application. Practical experience for advanced students in a professional recording industry setting. This course may be

repeated for additional credit. No more than six hours toward the major are allowed for RIM 3580, RIM 4000, and 4010. Pass/Fail.

RIM 4020 - Advanced Commercial Songwriting
3 credit hours

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

RIM 4100 - Audio Signals and Systems
3 credit hours

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

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

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

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

(Same as MUTH 4190.) Prerequisites: RI majors - admission to candidacy and RIM 1230 or MUTH 1110; others - RIM 3010, RIM 1230, or MUTH 1110 or permission of instructor. An introduction to synthesizer programming and the Musical Instrument Digital Interface (MIDI) with emphasis on history, theory, and application. Hands-on activities include synthesizer programming with virtual instruments and MIDI sequencing using a digital audio workstation. Laboratory required.

RIM 4200 - Digital Audio Technology
3 credit hours

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

RIM 4210 - ProTools for Songwriters
3 credit hours

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

RIM 4230 - Advanced Cyber PR in the Entertainment Industry
3 credit hours

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

RIM 4290 - MIDI Sequencing and Virtual Instruments
3 credit hours

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

RIM 4300 - Advanced Pro Tools Techniques**3 credit hours**

Prerequisites: RI majors - admission to candidacy and RIM 4200; others - permission of instructor (POD). A detailed examination of digital audio workstation (DAW) techniques used in a variety of production environments. Comprehensive in-depth instruction in the use of Pro Tools hardware and software with emphasis on file management, stereo and multitrack editing, tuning, use of plug-ins, and delivery formats. Lab exercises to develop hands-on competency; hands-on proficiencies to assess abilities. Laboratory required.

RIM 4320 - Concert Promotion and Touring**3 credit hours**

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

RIM 4321 - Advanced Concert Promotion**3 credit hours**

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

RIM 4330 - Sound Reinforcement**3 credit hours**

Prerequisite RI majors - admission to candidacy; others - RIM 3010. Current technologies and techniques involved in modern sound reinforcement. Topics include club venue and large concert systems. Field work required.

RIM 4390 - Ableton Live Production**3 credit hours**

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

RIM 4400 - Recording Studio Techniques**3 credit hours**

Prerequisites: RI majors - admission to candidacy,

RIM 1230 or MUTH 1110, and RIM 4200 or concurrent enrollment in RIM 4200 (corequisite); others - permission of instructor. Develops understanding of techniques and technology in modern multitrack recording and mixing. Extensive hands-on experience. Laboratory required.

RIM 4440 - Critical Listening**3 credit hours**

Prerequisites: RI majors - admission to candidacy and previous or concurrent enrollment in RIM 4400; others - permission of instructor. Ear-training and aesthetics for recording engineers. Class activities involve listening and analysis of master tape and disc formats. Sources include a wide variety of music genres as well as specialized technical ear-training materials. Development of a vocabulary for communication of aural impressions. Introduction to "high-end" audio.

RIM 4480 - Mastering**3 credit hours**

Prerequisites: RI majors - admission to candidacy and RIM 4200 and RIM 4400; others - permission of instructor. An advanced hands-on approach to the principles and practices of mastering. Focuses on the use of digital audio workstations specially designed for audio mastering and related outboard equipment. Additional focus on surround mastering and DVD authoring. Laboratory required.

RIM 4510 - Study Abroad**1 to 3 credit hours**

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

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

(Same as ANTH 4550 and MUHL 4550.)

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

RIM 4570 - The Art of Soundtrack Design**3 credit hours**

Prerequisite: RI majors - admission to candidacy; others - permission of instructor. 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 4580 - Sound for Picture

3 credit hours

Prerequisites: RI majors - admission to candidacy, RIM 4190, RIM 4200, RIM 4300, and RIM 4400; others - permission of instructor. In-depth, interactive study of sound and its relationship to picture. Time code, synchronization, workflow, data interchange, sound recording and editing, ADR, Foley, routing structures, sound mixing, and delivery methods. Demonstrations and lab use digital audio workstations and controllers found in professional facilities. Laboratory required.

RIM 4585 - Advanced Sound for Picture

3 credit hours

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

RIM 4590 - Computer Based Scoring for Visual Media

3 credit hours

(Same as MUTH 4590.) Prerequisites: RI majors - admission to candidacy, RIM 4190/MUTH 4190 and either RIM 4200 or RIM 4290/MUTH 4290; others - RIM 4190/MUTH 4190 and either RIM 4200 or RIM 4290/MUTH 4290 or permission of instructor. Writing music for visual media using the capabilities of a computer workstation. Introduces compositional techniques utilizing Macintosh sequencing software and QuickTime video playback in combination with synthesizers and sample playback programs. Concepts include synchronization of music to picture, tempo selection, sound source selection/manipulation, and analysis of the dramatic content of a scene. Laboratory required.

RIM 4600 - Mixing Techniques and Technologies

3 credit hours

Prerequisite: RI majors - RIM 4300 and RIM 4400 or permission of instructor. Advanced application of

mixing techniques in a digital multitrack setting. Additional topics include applied critical listening, automation systems, focus and foundation mixing, and the NARAS guidelines for delivery of recorded music projects.

RIM 4620 - Marketing of Recordings

3 credit hours

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

RIM 4630 - Recording Industry Research

3 credit hours

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

RIM 4650 - Multitrack Music Recording: Studio B

3 credit hours

Prerequisites: RI majors - RIM 4200 and RIM 4400; others - permission of instructor. In-depth study of the technology and techniques of contemporary multitrack music recording. Lectures and labs focus on modern recording techniques, the analog and digital audio hardware/software installed in Studio B, systemic aspects of recording studios, and preparation for professional work in the studio environment. Laboratory required.

RIM 4651 - Multitrack Music Recording: Studio A

3 credit hours

Prerequisites: RI majors - RIM 4200 and RIM 4400; others - permission of instructor. In-depth study of the technology and techniques of contemporary multitrack music recording. Lectures and labs focus on modern recording techniques, the analog and digital audio hardware/software installed in Studio A, systemic aspects of recording studios, and preparation for professional work in the studio environment. Laboratory required.

RIM 4660 - Advanced Music Engineering

3 credit hours

Prerequisites: RI majors - admission to candidacy and RIM 4650 or RIM 4651; others - permission of instructor; concurrent or previous completion of RIM

4300 recommended. Project-based class emphasizing creative and aesthetic aspects of multitrack music recording. Topics include microphone techniques, session protocols, incorporation of MIDI elements, sample replacement and augmentation, rough mixing, console automation techniques, signal processing, and ear-training for recording engineers. Laboratory required.

RIM 4670 - Studio Production

3 credit hours

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

RIM 4690 - Digital Strategies for the Music Business

3 credit hours

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

RIM 4700 - Contracts and Legal Issues

3 credit hours

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

RIM 4720 - Record Retail Operation

3 credit hours

Prerequisites: RI majors - admission to candidacy and MKT 3820 or RIM 4620; others RIM 3600 and MKT 3820. Problems and practices of recording industry retailers, including pricing, inventory control, advertising, operations, and retail locations for audio and video recordings and printed music.

RIM 4730 - The A&R Function

3 credit hours

Prerequisites: RI majors- completion of concentration sub-core. Role and responsibilities of a record

company's artist and repertoire department. Emphasis on finding and guiding an artist as well as the administration of the production and marketing of a project.

RIM 4740 - Studio Business Operations

3 credit hours

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

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

3 credit hours

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

RIM 4810 - Topics in Recording Industry

1 to 3 credit hours

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

RIM 4820 - Record Label Operations

3 credit hours

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

RIM 4830 - Recording Studio Maintenance

3 credit hours

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

RIM 4840 - Music Publishing Administration

3 credit hours

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

RIM 4900 - Individual Problems in the Recording Industry

1 to 3 credit hours

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

RIM 4910 - Advanced Production Seminar

3 credit hours

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