

College of Media and Entertainment

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

Programs

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

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

Grading Policy

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

Candidacy Program

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

Media and Entertainment, Interdisciplinary Media, B.S.

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

University Media

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

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

- WMOT, the University's National Public Radio affiliate, is a professionally managed public service radio station featuring American music, news, and information programming. Located at 89.5 on the FM dial, WMOT-FM also provides enrichment opportunities for selected students majoring in Media and Entertainment.
- WMTS is a student-operated alternative radio station, located at 88.3 on the FM dial, which carries an eclectic mix of music, news, and student information.
- MT10, the University student-operated cable channel, carries sports, news, instructional, and entertainment programming.

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

Art Minor (for Media and Entertainment Majors)

College of Media and Entertainment

Students majoring in Media and Entertainment programs take the following sequence, as requested by that college, for the Art minor.

Required Courses (12 hours)

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

Studio or Art History Courses (6 hours)

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

Media Design Students

Media Design students in Journalism have the option of substituting ART 1910 or ART 1920 for ART 1640.

Mass Communication Minor

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

Mass Communication Minor for Recording Industry Music Business Majors

The minor in Mass Communication for Recording Industry Music Business majors requires 18 hours of elective coursework in the College of Media and Entertainment not including EMC 1020/JOUR 1020/RIM 1020, JOUR 3580/EMC 3580, JOUR 4000/EMC 4000, or any RIM courses. Nine (9) hours must be upper-division elective courses.

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

Journalism Specialty

Required courses (15 hours)

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

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 4250 - Media Law **3 credit hours**

Electives (6 hours)

- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 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**
- JOUR 4850 - Media Ethics **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- VFP 4020 - Screenwriting II **3 credit hours**
- VFP 3570 - Broadcast Announcing and Performance **3 credit hours**

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

Total hours: 21

Public Relations Specialty

Required courses (15 hours)

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

Electives (6 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3170 - Advertising Copy and Creativity **3 credit hours**
- ADV 3480 - Media Strategy and Buying **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 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**
- JOUR 4850 - Media Ethics **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VFP 3570 - Broadcast Announcing and Performance **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- VFP 4020 - Screenwriting II **3 credit hours**

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

- ADV 3020 - Principles of Advertising **3 credit hours** OR
- PR 2040 - Public Relations Principles **3 credit hours** OR
- VFP 2410 - History of American Television **3 credit hours**

Electives (12 hours)

One must be from

- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**
- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**

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

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

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

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

Total hours: 21

Media and Entertainment, Interdisciplinary Media, B.S.

College of Media and Entertainment

615-898-2695

Zeny Panol, program coordinator

Zeny.Panol@mtsu.edu

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

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	45 hours*
Minor	15-18 hours
Electives	16-22 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (45 hours)

Required (12 hours)

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours (may be counted in True Blue Core)**

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

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

History (3 hours)

Choose one:

- RIM 3000 - History of the Recording Industry **3 credit hours**
- PHOT 2000 - History of Photography **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**

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

- Approved elective **3 credit hours**

Media Technology (9 hours)

Choose three:

Section A

- PHOT 1050 - Basic Digital Photography **3 credit hours**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**

Section B

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

Section C

- PHOT 1050 - Basic Digital Photography **3 credit hours**
- PHOT 3200 - Intermediate Digital Photography **3 credit hours**

Section D

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

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

Section E

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

Section F

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

- Approved elective **3 credit hours**

Advanced Writing (3 hours)

Choose one:

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

Media and Society (3 hours)

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**

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

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

Area of Emphasis (15 hours)

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

Entertainment Media

- ANIM 2350 - 2D Animation I **3 to 4 credit hours**
- ANIM 2300 - Introduction to 3D Animation **3 to 4 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 4950 - Advanced Seminar-Interactive Media **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 4570 - Film Sound Theory and Analysis **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3200 - Sports Media Relations **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**

- VFP 2510 - History of American Cinema **3 credit hours**
- Approved elective **3 credit hours**

Entrepreneurial Media

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

Choose Your Own Path

- Five courses
- Must follow prerequisites (or have permission of instructor)
- Only one course at the 1000/2000 level
- No more than 9 credit hours/3 courses in one prefix
- Internship from 1 to 3 credit hours is an option for this path.

Note:

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

Minor (15-18 hours)

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

Electives (16-22 hours)

Curriculum: Media and Entertainment, Interdisciplinary Media

Freshman Fall

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- Written Communication **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Quantitative Literacy **3 credit hours**

Subtotal: 15 Hours

Freshman Spring

- Media Technology **3 credit hours**
- History and Civic Learning **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Information Literacy **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- Creative and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- Advanced Writing **3 credit hours**
- Elective **3 credit hours**
- Scientific Literacy **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor course **3 credit hours**

Subtotal: 16 Hours

Junior Fall

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

Subtotal: 15 hours

Junior Spring

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

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

Subtotal: 15 Hours

Senior Fall

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

Subtotal: 15 Hours

Senior Spring

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

Subtotal: 13 Hours

Journalism and Strategic Media

Katie Foss, Director

Asthana, Bacon, Blake, Boyd-Chambers, Burriss, Cruikshank, C. Eschenfelder, D. Eschenfelder, Farwell, Haines, Hall, Loubere, Pitts, Reineke, Sarabia-Panol, Taylor, Woodard, Zhang

The accredited School of Journalism and Strategic Media offers concentrations in area clusters for the Bachelor of Science in Journalism. Journalism, Entertainment Journalism, Environmental Journalism and Communication, Social Justice Journalism, and Sports Media offer students hands-on experience, providing news and broadcasting writing and multi-media skills. The concentration in Media Design offers students a variety of digital and print analysis and creative skills. Finally, the Media Studies concentration provides a flexible approach through the study and creation of media production and content.

The Advertising/Public Relations major with concentrations in Advertising, Public Relations, and Public Relations-Recording Industry teaches students how to analyze and create campaigns for real clients, utilize and understand social media trends, and design and implement creative strategies.

Coursework combines critical analysis of media-related topics with hands-on experience, as students publish stories, produce news, and/or create designs and campaigns for real-world clients.

A total of 47 hours of coursework is required for most majors in the School of Journalism and Strategic Media (SOJSM). Students must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM.

Students majoring in Journalism should pursue minors outside the School of Journalism and Strategic Media.

Students outside the school may choose the following minors in the School of Journalism and Strategic Media: Journalism, Advertising, Public Relations, Sports Media, and Visual Communication.

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

Advertising and Public Relations, Advertising Concentration, B.S.

Journalism and Strategic Media

615-898-2814

Tricia Farwell, program coordinator

Tricia.Farwell@mtsu.edu

The major in Advertising and Public Relations with a concentration in Advertising helps students prepare for positions in advertising agencies and departments, media buying or sales, and advertising production, design, or creative. Students in advertising orient toward either the creative or management side of the business with students making class selections within the concentration. One minor is required.

Students should check the prerequisites for each course.

Academic Map

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

Advertising and Public Relations, Advertising Concentration, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	51 hours*
Minor	15-18 hours
Electives	10-16 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (51 hours)

School of Journalism and Strategic Media Core (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- JOUR 4880 - Professional Development **1 credit hour**

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

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

Writing/Design Requirements (15 hours)

- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 3170 - Advertising Copy and Creativity **3 credit hours**
- ADV 3530 - Advanced Advertising Creative **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Plus one of the following:

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

Conceptual Requirements (9 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3080 - Ethical Standards and Practices in Advertising **3 credit hours**

Choose one of the following:

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2020 - Introduction to Environmental Journalism and Communication **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4350 - Children and Media **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**

- SPM 3750 - Sports and Social Media **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**

Research Requirements (6 hours)

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

Professional Topics (3 hours)

Select one:

- ADV 4230 - Case Studies in Strategic Communication **3 credit hours**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- Approved College of Media and Entertainment elective **3 credit hours**

Senior Capstone (3 hours)

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

Minor (15-18 hours)

- Selected from **outside** the School of Journalism and Strategic Media

Electives (10-16 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Advertising and Public Relations, Advertising

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

Freshman

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- History and Civic Learning **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **6 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 29 Hours

Sophomore

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor course **3 credit hours**
- Elective **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- ADV 3020 - Principles of Advertising **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Subtotal: 31 Hours

Junior

- ADV 3080 - Ethical Standards and Practices in Advertising **3 credit hours**
- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 3170 - Advertising Copy and Creativity **3 credit hours**
- ADV 3480 - Media Strategy and Buying **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**

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

- Minor courses **9 credit hours**
- Elective **3 credit hours**

Subtotal: 30 Hours

Senior

- ADV 4970 - Advertising Campaigns **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Elective courses **7 credit hours**
- Minor courses **3 credit hours**
- Minor/elective course **3 credit hours**
- Approved conceptual elective **3 credit hours**
- ADV 4250 - Interactive Advertising and Social Media **3 credit hours** OR
- ADV 4230 - Case Studies in Strategic Communication **3 credit hours** OR
- Upper-division elective **3 credit hours**

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

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

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

Subtotal: 30 Hours

Advertising and Public Relations, Public Relations Concentration, B.S.

Journalism and Strategic Media
615-898-2814

Matt Taylor, program coordinator
Matthew.Taylor@mtsu.edu

Public relations is a "strategic communication process that builds mutually beneficial relationships between organizations and their publics," according to the Public Relations Society of America (PRSA). The major in Advertising and Public Relations with a concentration in Public Relations program teaches coursework consistent with this industry standard in order to prepare students for successful careers in the corporate and nonprofit sectors, education, entertainment, government and politics, social media, and sports. The U.S. Bureau of Labor Statistics projects public relations to experience "faster than average" job growth through 2031.

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

Academic Map

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

Advertising and Public Relations, Public Relations Concentration, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	48 hours*
Minor	15-18 hours
Electives	13-19 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (48 hours)

School of Journalism and Strategic Media Core (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- JOUR 4880 - Professional Development **1 credit hour**

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

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

Writing/Design Requirements (9 hours)

- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Conceptual Requirements (9 hours)

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

Choose one:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- ADV 3080 - Ethical Standards and Practices in Advertising **3 credit hours**
- JOUR 2020 - Introduction to Environmental Journalism and Communication **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4350 - Children and Media **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**

- JOUR 4850 - Media Ethics **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3750 - Sports and Social Media **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**

Professional Topics (12 hours)

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

Choose two:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
 - PR 3060 - Strategic Planning for Public Relations **3 credit hours**
 - SPM 3750 - Sports and Social Media **3 credit hours**
 - JOUR 3170 - Digital Analytics and Certifications **3 credit hours**
 - JOUR 3530 - Feature Writing **3 credit hours**
 - JOUR 3560 - Podcasting in Journalism **3 credit hours**
 - JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
 - Approved School of Journalism and Strategic Media elective **3 credit hours**
-
- ADV 3520 - Special Topics in Professional Issues **3 credit hours** OR
 - JOUR 3520 - Special Topics in Professional Issues **3 credit hours** OR
 - PR 3520 - Special Topics in Professional Issues **3 credit hours** OR
 - VCOM 3520 - Special Topics in Professional Issues **3 credit hours**

Senior Capstone (3 hours)

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

Minor (15-18 hours)

- Selected from **outside** the School of Journalism and Strategic Media with advisor approval; students may wish to consider a minor in the Jennings A. Jones College of Business.

Electives (13-19 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Advertising and Public Relations, Public Relations

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

Freshman

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- History and Civic Learning **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Scientific Literacy **4 credit hours**
- Elective **3 credit hours**

Subtotal: 29 Hours

Sophomore

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor course **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 3660 - Strategic Communication Research **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Elective **3 credit hours**
- Minor courses **12 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 30 Hours

Senior

- PR 3400 - Case Studies in Public Relations **3 credit hours**
- PR 4740 - Public Relations Campaigns **3 credit hours**
- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

- Professional Topics requirement **6 credit hours**
- Electives **10 credit hours**
- Minor or elective course **3 credit hours**

Subtotal: 30 Hours

Advertising and Public Relations, Public Relations-Recording Industry Concentration, B.S.

Journalism and Strategic Media
615-898-2814

Matt Taylor, program coordinator
Matthew.Taylor@mtsu.edu

Public relations is a "strategic communication process that builds mutually beneficial relationships between organizations and their publics," according to the Public Relations Society of America (PRSA). The major in Advertising and Public Relations with a concentration in Public Relations-Recording Industry program teaches coursework consistent with this industry standard in order to prepare students for successful careers in the corporate and nonprofit sectors, education, entertainment, government and politics, social media, and sports. The U.S. Bureau of Labor Statistics projects public relations to experience "faster than average" job growth through 2031. Areas covered include strategic communications, media relations, corporate communications, crisis communications, entertainment public relations, healthcare public relations, international public relations, and research methods. Students should choose a minor by the junior year.

Academic Map

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

Advertising and Public Relations, Public Relations-Recording Industry Concentration, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	48 hours*
Minor	15-18 hours
Electives	13-19 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (48 hours)

School of Journalism and Strategic Media Core (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- JOUR 4880 - Professional Development **1 credit hour**

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

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

Professional/Conceptual Requirements (15 hours)

- PR 2040 - Public Relations Principles **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**

Professional Electives (6 hours)

Choose two:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- PR 3060 - Strategic Planning for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- RIM 3720 - Artist Management **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 4620 - Marketing of Recordings **3 credit hours**
- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**
- Approved Recording Industry elective **3 credit hours**

Conceptual Electives (9 hours)

Choose three:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- RIM 3000 - History of the Recording Industry **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**
- Approved Recording Industry elective **3 credit hours**

Senior Capstone (3 hours)

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

Minor (15-18 hours)

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

Electives (13-19 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Advertising and Public Relations, Public Relations-Recording Industry

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

Freshman

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- History and Civic Learning **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 29 Hours

Sophomore

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor courses **6 credit hours**
- Elective **3 credit hours**

Subtotal: 31 Hours

Junior

- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Elective **3 credit hours**
- Minor courses **6 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Conceptual electives **6 credit hours**
- Professional elective **3 credit hours**

Subtotal: 30 Hours

Senior

- PR 4740 - Public Relations Campaigns **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Minor **3 credit hours**
- Professional elective **3 credit hours**
- Conceptual elective **3 credit hours**
- Electives **10 credit hours**
- Minor course/Elective **3 credit hours**

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

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

Subtotal: 30 Hours

Advertising Minor

Journalism and Strategic Media

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

Required Courses (9 hours)

- ADV 3020 - Principles of Advertising **3 credit hours**
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours**

- JOUR 2720 - Digital Media Practices **3 credit hours** OR
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Choose one (3 hours)

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

Professional Option (3 hours)

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

Choose one (3 hours)

- ADV 3080 - Ethical Standards and Practices in Advertising **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 4250 - Media Law **3 credit hours**

Journalism Minor

Journalism and Strategic Media

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

Required Courses (18 hours)

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- One upper-division JOUR elective (excludes JOUR 3580 or JOUR 4000) **3 credit hours**

- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3430 - Radio News Reporting **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**

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

Journalism, B.S.

Journalism and Strategic Media

615-904-8331

Sally Ann Cruikshank, program coordinator

SallyAnn.Cruikshank@mtsu.edu

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

Academic Map

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

Journalism, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	49 hours*
Minor	15-18 hours
Electives	12-18 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (49 hours)

School of Journalism and Strategic Media Core (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- JOUR 4880 - Professional Development **1 credit hour**

- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Journalism Requirements (12 hours)

- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**

Journalism Subcore (Two Options, 7 hours)

Option 1 (writing emphasis):

- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3880 - Media Experiences **1 to 3 credit hours (1 credit hour)**

Choose one:

- JOUR 3450 - Editing **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**

Option 2 (broadcasting emphasis):

- JOUR 3332 - Video Storytelling **3 credit hours**
- JOUR 3333 - Video Storytelling Lab **1 credit hour**

Choose one:

- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3570 - Broadcast Announcing and Performance **3 credit hours**
- JOUR 3720 - News Producing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**

Conceptual (9 hours)

Select three:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- ADV 3080 - Ethical Standards and Practices in Advertising **3 credit hours**
- JOUR 2020 - Introduction to Environmental Journalism and Communication **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**

- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4350 - Children and Media **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**
- SPM 2100 - Media and Sports **3 credit hours**
- SPM 3750 - Sports and Social Media **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- Or an approved School of Journalism and Strategic Media conceptual elective **3 credit hours**

Professional Electives (6 hours)

Select two:

- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 3020 - Community Engagement Journalism **3 credit hours**
- JOUR 3070 - Introduction to Social Media Practice **3 credit hours**
- JOUR 3170 - Digital Analytics and Certifications **3 credit hours**
- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3640 - Entertainment and Lifestyle Storytelling **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 3800 - Journalism and Media Topics **1 to 3 credits**
- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- JOUR 3880 - Media Experiences **1 to 3 credit hours**
- JOUR 4300 - Reviewing and Criticism **3 credit hours**
- Or an approved School of Journalism and Strategic Media professional elective

Minor (15-18 hours)

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

Electives (12-18 hours)

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

Curriculum: Journalism

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

Freshman

- Written Communication **3 credit hours**
 - Information Literacy **3 credit hours**
 - Non-Written Communication **3 credit hours**
 - History and Civic Learning **3 credit hours**
 - Creativity and Cultural Expression **3 credit hours**
 - Quantitative Literacy **3 credit hours**
 - Scientific Literacy **4 credit hours**
 - Electives **6 credit hours**
-
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
 - JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
 - RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 31 Hours

Sophomore

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Minor courses **6 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 31 Hours

Junior

- JOUR 4440 - Advanced Reporting **3 credit hours**
- History and Civic Learning **3 credit hours**
- Elective **3 credit hours**
- Minor courses **6 credit hours**
- JOUR conceptual requirement **9 credit hours**
- JOUR professional topic **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**

Subtotal: 30 Hours

Senior

- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Minor course **3 credit hours**
- Minor or elective course **3 credit hours**
- Electives **8 credit hours**
- JOUR professional requirement **9 credit hours**

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

Subtotal: 28 Hours

Journalism, Entertainment Journalism Concentration, B.S.

Journalism and Strategic Media

Christine Eschenfelder

615-898-5301

Christine.Eschenfelder@mtsu.edu

The concentration in Entertainment Journalism focuses on the methods and techniques for reporting, producing, and delivering entertainment and lifestyle programs and content via radio, television, mobile, Internet, and social media.

This offers preparation for students to work in jobs including professional digital and broadcast reporters, editors, digital media producers, broadcast producers, hosts, presenters, and social media influencers.

Students should check the prerequisites for each course.

Academic Map

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

Journalism, Entertainment Journalism, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	50 hours*
Minor	15-18 hours
Electives	11-17 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (50 hours)

School of Journalism and Strategic Media Core (14 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

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

Writing/Reporting/Editing/Performance (18 hours)

- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3570 - Broadcast Announcing and Performance **3 credit hours**
- JOUR 3640 - Entertainment and Lifestyle Storytelling **3 credit hours**

Conceptual Requirements (9 hours)

Choose three:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4350 - Children and Media **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 4660 - Scientific Approaches to Media **3 credit hours**
- JOUR 4670 - Cultural Approaches to Media **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**

- PR 2040 - Public Relations Principles **3 credit hours**
- PR 4720 - Crisis Communication in Public Relations **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- Approved School of Journalism and Strategic Media professional elective **3 credit hours**

Professional Topics (9 hours)

- JOUR 3170 - Digital Analytics and Certifications **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3720 - News Producing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours** Approved School of Journalism and Strategic Media professional elective **3 credit hours**

Required Minor (15-18 hours)

- Minor may be completed within the School of Journalism and Strategic Media but must reflect another area of study.

Electives (11-17 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Journalism, Entertainment Journalism

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

Freshman Fall

- Written Communication **3 credit hours**
- Non-Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Elective **3 credit hours**
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 15 Hours

Freshman Spring

- Information Literacy **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Sophomore Fall

- JOUR 2710 - Media Writing **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Minor course **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3240 - Mobile Storytelling **3 credit hours**
- Human Society and Social Relationships **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3640 - Entertainment and Lifestyle Storytelling **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor course **3 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3570 - Broadcast Announcing and Performance **3 credit hours**
- JOUR conceptual requirement **6 credit hours**
- Minor course **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- JOUR professional topic **3 credit hours**
- Minor courses **6 credit hours**
- Elective **2 credit hours**

Subtotal: 15 Hours**Senior Spring**

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

- JOUR professional topic **6 credit hours**
- Electives **3 credit hours**
- Minor or elective course **3 credit hours**

Subtotal: 13 Hours

Journalism, Environmental Journalism and Communication, B.S.

Journalism and Strategic Media

Sanjay Asthana, program coordinator

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The concentration in Environmental Journalism and Communication explores the multifarious ways in which individuals, communities, publics, and citizens engage with, and relate to, the biological, physical, and social environment through diverse and mediated forms of communication and culture. Students will engage in critical analyses of media coverage and journalistic reporting on these topics and issues in print, broadcast, and digital media platforms, and acquire creative skills in building and developing media content as part of civic engagement and public participation.

Students should check the prerequisites for each course.

Academic Map

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

Journalism, Environmental Journalism and Communication, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	50 hours*
Minor	15-18 hours
Electives	11-17 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (50 hours)

School of Journalism and Strategic Media Core (14 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4000 - MC Internship **1 to 3 credit hours** (1 credit hour) OR
- JOUR 3580 - MC Practicum **1 to 3 credit hours** (1 credit hour)

Environmental Journalism and Communication Concentration (12 hours)

- JOUR 2020 - Introduction to Environmental Journalism and Communication **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**

Conceptual Requirements (12 hours)

Choose four:

- JOUR 3020 - Community Engagement Journalism **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 4210 - Media and Society **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**

Professional Topics (12 hours)

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 3240 - Mobile Storytelling **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**
- VCOM 4010 - Information Design **3 credit hours**

Required Minor (15-18 hours)

- Students should declare a minor outside the School of Journalism and Strategic Media, preferably Global Studies Minor, Environmental Science Minor, or Geology/Earth Science Minor.

Electives (11-17 hours)

Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Environmental Journalism and Communication

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

Freshman Fall

- Written Communication **3 credit hours**
- Non-Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Elective **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 15 Hours

Freshman Spring

- JOUR 2020 - Introduction to Environmental Journalism and Communication **3 credit hours**
- Information Literacy **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 16 Hours

Sophomore Fall

- JOUR 2710 - Media Writing **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Minor course **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR conceptual requirement **3 credit hours**
- Minor course **3 credit hours**
- Human Society and Social Relationships **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- Elective **3 credit hours**
- Minor course **3 credit hours**
- JOUR conceptual requirement **3 credit hours**
- History and Civic Learning **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**
- JOUR conceptual requirement **6 credit hours**
- JOUR professional topics **3 credit hours**
- Minor course **3 credit hours**

Subtotal: 15 Hours

Senior Fall

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

Subtotal: 15 Hours

Senior Spring

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

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

Subtotal: 13 Hours

Journalism, Media Design Concentration, B.S.

Journalism and Strategic Media

615-904-8239

Leslie Haines, program coordinator

Leslie.Haines@mtsu.edu

Media Design is an exciting and creative career option that allows students to communicate effectively with visuals. This may include anything from magazine to website design, branding, or social media content. Students will be shown the ins and outs of the latest industry software from award-winning professionals who are skillfully using it every day. In the senior capstone course, students will develop an online portfolio in preparation for entering the creative industry.

Students should check the prerequisites for each course.

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	50 hours*
Auxiliary Courses	6 hours
Minor	15-18 hours
Electives	5-11 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (50 hours)

School of Journalism and Strategic Media Core (14 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**
- JOUR 3580 - MC Practicum **1 to 3 credit hours (1 credit hour)** OR
- JOUR 4000 - MC Internship **1 to 3 credit hours (1 credit hour)**

Writing/Design Requirements (9 hours)

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

Conceptual Requirements (9 hours)

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

Choose two:

- ADV 3020 - Principles of Advertising **3 credit hours**
- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 3660 - Strategic Communication Research **3 credit hours**
- JOUR 4210 - Media and Society **3 credit hours**
- JOUR 4780 - Media and Markets **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**
- VCOM 3810 - History of Visual Communication **3 credit hours**
- Approved School of Journalism and Strategic Media elective **3 credit hours**

Professional (12 hours)

- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**
- MODE 3040 - Motion Graphics I **3 to 4 credit hours** OR
- ART 1620 - Drawing I **3 credit hours**

Senior Courses (6 hours)

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

Auxiliary Major Requirements (6 hours)

- ART 1610 - Two-Dimensional Design **3 credit hours**
- PHOT 1050 - Basic Digital Photography **3 credit hours**

Minor (15-18 hours)

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

Electives (5-11 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Journalism, Media Design Concentration

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

Freshman

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

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Elective **3 credit hours**
- Creativity and Cultural Expression **6 credit hours**
- History and Civic Learning **3 credit hours**
- Quantitative Literacy **3 credit hours**

Subtotal: 30 Hours

Sophomore

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- PHOT 1050 - Basic Digital Photography **3 credit hours**
- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

- JOUR 3090 - Reporting **3 credit hours** OR
- JOUR 3530 - Feature Writing **3 credit hours**

Subtotal: 31 Hours

Junior

- Minor courses **6 credit hours**
- Elective course **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Scientific Literacy **4 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**

- MODE 3040 - Motion Graphics I **3 to 4 credit hours** OR
- ART 1620 - Drawing I **3 credit hours**

Subtotal: 31 Hours

Senior

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

- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- VCOM 4010 - Information Design **3 credit hours**
- VCOM 4180 - Senior Portfolio **3 credit hours**
- Elective course **2 credit hours**
- JOUR conceptual requirement **6 credit hours**
- Minor courses **6 credit hours**
- Minor/elective course **3 credit hours**

Subtotal: 28 Hours

Journalism, Media Studies Concentration, B.S.

Journalism and Strategic Media

615-898-2814

Katie Foss, program coordinator

Katie.Foss@mtsu.edu

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

The B.S. in Journalism with a concentration in Media Studies is offered both on ground and online.

Students should check the prerequisites for each course.

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	50 hours*
Minor	15-18 hours
Electives	11-17 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (50 hours)

School of Journalism and Strategic Media Core (14 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

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

Writing/Research/Design/Professional (18 hours)

Choose two (6 hours):

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

Choose four (12 hours):

- JOUR 2132 - Video Journalism Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- JOUR 3170 - Digital Analytics and Certifications **3 credit hours**
- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3720 - News Producing **3 credit hours**
- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- ADV 3160 - Advertising Design and Visuals **3 credit hours**
- ADV 3480 - Media Strategy and Buying **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**

- ADV 3520 - Special Topics in Professional Issues **3 credit hours** OR
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours** OR
- PR 3520 - Special Topics in Professional Issues **3 credit hours** OR
- VCOM 3520 - Special Topics in Professional Issues **3 credit hours**

Conceptual Requirements (18 hours)

Choose six courses from the list below:

- ADV 3060 - Issues in Advertising: Sexuality and Gender **3 credit hours**
- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3020 - Community Engagement Journalism **3 credit hours**

- JOUR 3050 - Principles of Health Communication **3 credit hours**
 - JOUR 3070 - Introduction to Social Media Practice **3 credit hours**
 - JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
 - JOUR 3660 - Strategic Communication Research **3 credit hours**
 - JOUR 3850 - Crime, Gender, and Media **3 credit hours**
 - JOUR 4210 - Media and Society **3 credit hours**
 - JOUR 4240 - Television, Culture, and History **3 credit hours**
 - JOUR 4350 - Children and Media **3 credit hours**
 - JOUR 4510 - Media and Social Change **3 credit hours**
 - JOUR 4700 - Mass Media and National Security **3 credit hours**
 - JOUR 4780 - Media and Markets **3 credit hours**
 - JOUR 4790 - Global News and World Media Cultures **3 credit hours**
 - JOUR 4800 - Seminar in Media Issues **3 credit hours**
 - JOUR 4810 - Global Comparative Media Systems **3 credit hours**
 - JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
 - JOUR 4850 - Media Ethics **3 credit hours**
 - PR 3400 - Case Studies in Public Relations **3 credit hours**
 - PR 4720 - Crisis Communication in Public Relations **3 credit hours**
 - SPM 3100 - Diversity in Sports Media **3 credit hours**
 - Approved School of Journalism and Strategic Media elective **3 credit hours**
 - Approved College of Media and Entertainment elective **3 credit hours**
- NOTE:** Electives not listed should be approved before enrolling in the courses.

Minor (15-18 hours)

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

Electives (11-17 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must select at least 9 hours of liberal arts/social sciences (beyond True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Journalism, Media Studies

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

Freshman

- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **6 credit hours**
- Quantitative Literacy **3 credit hours**
- Scientific Literacy **4 credit hours**
- History and Civic Learning **3 credit hours**
- Elective **3 credit hours**
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 31 Hours

Sophomore

- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Minor courses **6 credit hours**
- Conceptual requirement **3 credit hours**
- Writing/Research/Design/Professional **6 credit hours**

Subtotal: 31 Hours

Junior

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

Subtotal: 30 Hours

Senior

- JOUR 4250 - Media Law **3 credit hours**
- Conceptual Requirement **3 credit hours**
- Writing/Research/Design/Professional **6 credit hours**
- Minor courses **6 credit hours**
- Minor or elective course **3 credit hours**
- Electives **5 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**

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

Subtotal: 28 Hours

Journalism, Social Justice Journalism, B.S.

Journalism and Strategic Media

Jennifer Woodard, program coordinator

615-898-2766

Jennifer.Woodard@mtsu.edu

The concentration in Social Justice Journalism focuses on the historic role of journalists and journalism as watchdogs observing and reporting on government and societal actions. The concentration offers journalists an understanding of how to report on the issues of communities whose stories of injustice and mistreatment receive little to no attention in the press. This concentration will form a basis of understanding in young reporters' minds as to why coverage of the oppressed is necessary and required by a journalist's duty to the First Amendment and to the longstanding principles outlined by professional press organizations.

Students should check the prerequisites for each course.

Academic Map

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

Journalism, Social Justice Journalism, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	49 hours*
Minor	15-18 hours
Electives	12-18 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (49 hours)

School of Journalism and Strategic Media Core (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)
- JOUR 2710 - Media Writing **3 credit hours**
- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**
- JOUR 4880 - Professional Development **1 credit hour**

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

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

Social Justice Concentration (19 hours)

- JOUR 3020 - Community Engagement Journalism **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**

- JOUR 3332 - Video Storytelling **3 credit hours** and
- JOUR 3333 - Video Storytelling Lab **1 credit hour**

- JOUR 4440 - Advanced Reporting **3 credit hours**
- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**

Conceptual Requirements (9 hours)

- JOUR 2800 - Journalism and Media Topics **1 to 3 credit hours**
- JOUR 3000 - Journalism and Media in the Movies **3 credit hours**
- JOUR 3050 - Principles of Health Communication **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3850 - Crime, Gender, and Media **3 credit hours**
- JOUR 4220 - Media, Environment, and Climate Change **3 credit hours**
- JOUR 4240 - Television, Culture, and History **3 credit hours**
- JOUR 4700 - Mass Media and National Security **3 credit hours**
- JOUR 4790 - Global News and World Media Cultures **3 credit hours**
- JOUR 4800 - Seminar in Media Issues **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**
- Approved school elective **3 credit hours**

Professional Topics (6 hours)

Choose two:

- JOUR 3240 - Mobile Storytelling **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3450 - Editing **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3590 - Magazine Writing and Editing **3 credit hours**
- JOUR 3720 - News Producing **3 credit hours**
- JOUR 3740 - Advanced Electronic Media News Reporting and Producing **4 credit hours**
- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- Approved school electives (up to 6 hours)

Required Minor (15-18 hours)

- Students should select a minor in Political Science; Africana Studies; Women and Gender Studies; Urban Studies; Media, History and Culture; Gerontology; Jewish and Holocaust Studies; Southern Studies; Middle East Studies; War, Policy and Society; Native American Studies; Environment and Human Society; Criminology; Social Justice; Family Studies; Political and Social Thought; or other approved minor.

Electives (12-18 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Journalism, Social Justice Journalism

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

Freshman Fall

- Written Communication **3 credit hours**
- Non-Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Elective **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 15 Hours

Freshman Spring

- Information Literacy **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- JOUR 2880 - Careers in Journalism and Media **1 credit hour**

Subtotal: 14 Hours

Sophomore Fall

- JOUR 2710 - Media Writing **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Minor course **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- Minor course **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- JOUR 3020 - Community Engagement Journalism **3 credit hours**
- JOUR 4440 - Advanced Reporting **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor course **3 credit hours**
- JOUR conceptual requirement **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- JOUR 4510 - Media and Social Change **3 credit hours**
- JOUR conceptual requirements **6 credit hours**
- Minor course **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- JOUR 3332 - Video Storytelling **3 credit hours** and
- JOUR 3333 - Video Storytelling Lab **1 credit hour**

- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4820 - Race, Gender, and Class in Media **3 credit hours**
- JOUR 4880 - Professional Development **1 credit hour**
- Minor course **3 credit hours**
- Elective **1 credit hour**

Subtotal: 15 Hours

Senior Spring

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

- JOUR professional topics **6 credit hours**
- Elective **5 credit hours**
- Minor or elective course **3 credit hours**

Subtotal: 15 Hours

Journalism, Sports Media Concentration, B.S.

Journalism and Strategic Media

615-898-2814

Chris Bacon, program coordinator

Chris.Bacon@mtsu.edu

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	47 hours*
Minor	15-18 hours
Electives	14-20 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (47 hours)

School of Journalism and Strategic Media Core (14 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

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

Sports Media Concentration (15 hours)

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

Conceptual Requirements (9 hours)

Choose three:

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

Professional Topics (9 hours)

Choose three:

- ADV 4250 - Interactive Advertising and Social Media **3 credit hours**
- JOUR 2132 - Video Journalism Practices **3 credit hours**
- PR 3360 - Strategic Communication Writing for Public Relations **3 credit hours**
- PR 3380 - Public Relations Publications **3 credit hours**
- PR 3400 - Case Studies in Public Relations **3 credit hours**
- JOUR 3430 - Radio News Reporting **3 credit hours**
- JOUR 3500 - Video Reporting and Editing **3 credit hours**
- JOUR 3520 - Special Topics in Professional Issues **3 credit hours**
- JOUR 3530 - Feature Writing **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**
- VCOM 3950 - Digital Storytelling for Journalism **3 credit hours**
- VCOM 4010 - Information Design **3 credit hours**
- Approved College of Media and Entertainment elective **3 credit hours**

Minor (15-18 hours)

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

Electives (14-20 hours)

- Students in the School of Journalism and Strategic Media (SOJSM) must complete 50 hours in liberal arts and sciences including True Blue Core requirements and one minor from outside SOJSM. Students must select at least nine hours of liberal arts/social sciences (beyond the True Blue Core); at least six hours of liberal arts/social science electives must come from courses at the 3000-level or higher.

Curriculum: Journalism, Sports Media

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

Freshman Fall

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

- Written Communication **3 credit hours**
- Non-Written Communication **3 credit hours**
- Elective **3 credit hours**
- Quantitative Literacy **3 credit hours**

Subtotal: 15 Hours

Freshman Spring

- Information Literacy **3 credit hours**
- History and Civic Learning **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Scientific Literacy **4 credit hours**
- Elective **3 credit hours**

Subtotal: 16 Hours

Sophomore Fall

- SPM 2100 - Media and Sports **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor course **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- JOUR 2720 - Digital Media Practices **3 credit hours**
- JOUR 3090 - Reporting **3 credit hours**
- Minor course **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 15 Hours

Junior Fall

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

Subtotal: 15 Hours

Junior Spring

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

Subtotal: 15 Hours

Senior Fall

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

Subtotal: 15 Hours

Senior Spring

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

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

Subtotal: 13 Hours

Public Relations Minor

Journalism and Strategic Media

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

Required Courses (9 hours)

- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours**
- JOUR 2710 - Media Writing **3 credit hours**
- PR 2040 - Public Relations Principles **3 credit hours**

Choose two (6 hours)

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

Choose one (3 hours)

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

Sports Media Minor

Journalism and Strategic Media

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

Required Courses (18 hours)

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

Visual Communication Minor

Journalism and Strategic Media

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

Required Courses (9 hours)

- JOUR 2710 - Media Writing **3 credit hours** OR
- JOUR 2720 - Digital Media Practices **3 credit hours**

- VCOM 2010 - Introduction to Visual Communication **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

VCOM Elective (3-6 hours)

Choose at least one VCOM class:

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

Electives (3-6 hours)

Choose one or two:

- JOUR 3650 - Free Expression, Media, and the American Public **3 credit hours**
- JOUR 4250 - Media Law **3 credit hours**
- JOUR 4850 - Media Ethics **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VCOM 3930 - Visual Storytelling for Journalism **3 credit hours**

Advertising

ADV 3020 - Principles of Advertising

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

ADV 3060 - Issues in Advertising: Sexuality and Gender

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

ADV 3080 - Ethical Standards and Practices in Advertising

3 credit hours Explores standards, principles, and practices of ethical decision making in advertising. Students examine theories, concepts, behaviors, and practices relevant to creating, implementing, and pitching advertising in an ethical manner.

ADV 3160 - Advertising Design and Visuals

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

ADV 3170 - Advertising Copy and Creativity

3 credit hours Prerequisite: ADV 3020 with grade of C (2.0) or better or permission of instructor. Techniques for analyzing, creating, and writing strategic messages for advertising and social media with attention to message strategy and presentation across multiple platforms.

ADV 3480 - Media Strategy and Buying

3 credit hours Prerequisite: ADV 3020 with grade of C (2.0) or better or permission of instructor. Planning, implementing, and evaluating of media objectives and strategy in advertising, including media characteristics, limitations, and budgeting.

ADV 3520 - Special Topics in Professional Issues

3 credit hours (Same as JOUR 3520/PR 3520/VCOM 3520.) 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 3530 - Advanced Advertising Creative

3 credit hours Prerequisites: ADV 3020, ADV 3160, and ADV 3170. Builds upon theories and techniques of the principles, writing, and design courses focusing on advertising. Focuses on traditional media creative content and expanding knowledge to include other forms of advertising content with an eye towards creating portfolio-quality work.

ADV 3800 - Journalism and Media Topics

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

ADV 4230 - Case Studies in Strategic Communication

3 credit hours Prerequisites: ADV 3020 with grade of C (2.0) or better or permission of instructor; junior standing. Problems, decisions, and decision-making processes of advertising and strategic communication managers. Emphasis on decision making across functional areas of advertising and strategic communication processes.

ADV 4250 - Interactive Advertising and Social Media

3 credit hours Prerequisite: ADV 3020 with grade of C (2.0) or better or permission of instructor. Explores advertisers' use of social media from various theoretical perspectives and using actual cases. Focuses on building skills in various platforms.

ADV 4970 - Advertising Campaigns

3 credit hours Prerequisites: ADV 3170 and ADV 3480 with minimum grades of C (2.0) or permission of instructor. Planning, designing, and executing all phases of a complete advertising campaign. An opportunity for advanced students to synthesize and apply skills from previous courses.

Journalism

JOUR 1020 - Introduction to Media and Entertainment

3 credit hours
(Same as EMC 1020/RIM 1020.) An introduction to media and entertainment, exploring the history of media and entertainment as it pertains to ethics, law,

free expression, diversity and inclusion, economics, research, globalization, and other important concepts. Examines the evolution of technology, from the first printing presses to social media and gaming, as well as media industries that include advertising and public relations.

TBC: Human Society and Social Relationships (Discovery)

JOUR 2020 - Introduction to Environmental Journalism and Communication

3 credit hours Introduces the theories and methods, principles and practices of environmental journalism and communication. A general overview of environment and climate change topics and issues covered in a variety of media from the local, regional, national, to the global contexts.

JOUR 2132 - Video Journalism Practices

3 credit hours

Prerequisite: EMC 1020/JOUR 1020/RIM 1020 with grade of C (2.0) or better. Video journalism techniques and skills necessary to arrange, shoot, edit, and produce a television or video news story. Field production techniques covered include camera work, lighting, audio, and editing. Three-hour lecture plus up to three-hour lab per week.

JOUR 2710 - Media Writing

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

JOUR 2720 - Digital Media Practices

3 credit hours Focuses on creating engaging narratives across digital media platforms with an emphasis on visual storytelling and digital media literacy. Topics include basics of photography, video, audio production, social media platforms, and website design and management.

JOUR 2800 - Journalism and Media Topics

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

JOUR 2880 - Careers in Journalism and Media

1 credit hour Career options for students in journalism and media, focusing on understanding

career paths and options, and professional development through experiential learning.

JOUR 3000 - Journalism and Media in the Movies

3 credit hours Prerequisite: Junior standing or permission of instructor. The development and role of motion pictures in America, including the history of films and filmmakers and how they've used film to portray journalists and media influencers to impact American society and culture.

JOUR 3020 - Community Engagement Journalism

3 credit hours Prerequisites: JOUR 2710 and JOUR 3090. Explores the key concepts, best practices, and philosophy of engaging with communities usually ignored in a meaningful way by mainstream media. Foundational course in the Social Justice Journalism concentration.

JOUR 3050 - Principles of Health Communication

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

JOUR 3070 - Introduction to Social Media Practice

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

JOUR 3090 - Reporting

3 credit hours Prerequisite: JOUR 2710 with grade of C (2.0) or better. Theory and practice of basic journalism skills, including content gathering, storytelling, evaluating, writing, and processing of news.

JOUR 3170 - Digital Analytics and Certifications

3 credit hours Prerequisite: JOUR 2710. A journalistic and strategic understanding of digital analytics, leading to analytics certifications for users. Includes examination of creative direction and digital media practices and theory behind digital approaches.

JOUR 3240 - Mobile Storytelling

3 credit hours Prerequisite: JOUR 2720. Focuses on reporting, writing, and editing stories for mobile platforms using mobile technology. Creative use of different social media and mobile content to engage an audience. Covers ethical issues facing journalists using both mobile platforms and social media, including breaking news best practices. Mix of fieldwork, in-class exercises, and lectures.

JOUR 3332 - Video Storytelling

3 credit hours Corequisite: JOUR 3333. Focuses on video storytelling techniques through hands-on experiences. Skills taught include shooting techniques, shot composition, audio/video editing, and overall storytelling practices in news, sports, and entertainment. With the lab co-requisite, students will be immersed in the award-winning television newsroom environment, Middle Tennessee News, creating their own stories that stream online.

JOUR 3333 - Video Storytelling Lab

1 credit hour Corequisite: JOUR 3332. Video techniques and skills necessary to arrange, shoot, edit, and produce a video news story. Field production techniques covered include camera work, lighting, audio, and editing. In the lab, students create the award-winning streaming show *Middle TN News*.

JOUR 3430 - Radio News Reporting

3 credit hours Prerequisites: JOUR 2710 and JOUR 2720 with grades of C (2.0) or better. Stresses reporting, writing, and presenting radio news. The history, philosophy, and regulation of electronic media news. Three-hour lecture.

JOUR 3450 - Editing

3 credit hours Prerequisite: JOUR 3090 with grade of C (2.0) or better. Theory and practice in the art of copy editing, including editing, language skills, newspaper style, news judgment, headline writing, photo editing, outline writing, and page design.

JOUR 3500 - Video Reporting and Editing

3 credit hours Prerequisites: JOUR 3332/JOUR 3333. Theory and practice in the gathering, editing, and reporting video news. Attention given to on-the-air presentation. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

JOUR 3520 - Special Topics in Professional Issues

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

JOUR 3530 - Feature Writing

3 credit hours Prerequisite: JOUR 2710 with grade of C (2.0) or better or permission of instructor. Theory and practice of writing feature stories for newspapers and magazines. Assignments in writing for professional publications as well as the student newspaper.

JOUR 3560 - Podcasting in Journalism

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

JOUR 3570 - Broadcast Announcing and Performance

3 credit hours
Prerequisite: JOUR 3332/JOUR 3333.
Responsibilities and skills required of the individual performer in preparing, announcing, and narrating of various types of materials for television and radio. Three-hour lecture plus up to three-hour lab per week.

JOUR 3580 - MC Practicum

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

JOUR 3590 - Magazine Writing and Editing

3 credit hours Prerequisite: JOUR 3530 with grade of C (2.0) or better. Types of magazines and editorial needs; practice in magazine article writing.

JOUR 3600 - Digital and Media Literacy

3 credit hours Prerequisite: EMC 1020/JOUR 1020/RIM 1020 with grade of C (2.0) or better. 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 3640 - Entertainment and Lifestyle Storytelling

3 credit hours Prerequisites: JOUR 3332/JOUR 3333. Entertainment and lifestyle are broad categories that include topics such as travel, leisure, music, art, nature, theatre, food, and various indoor and outdoor activities. Covers a variety of activities and produces media content for multiple platforms.

JOUR 3650 - Free Expression, 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 media in contemporary America. Comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

JOUR 3660 - Strategic Communication Research

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

JOUR 3720 - News Producing

3 credit hours Prerequisites: JOUR 3332/JOUR 3333. Helps students develop the skills required to produce television and online newscasts and sportscasts. Focuses on sources for news and sports content, selecting stories, using graphics, writing headlines and teases, writing news and sports scripts, working with newsroom and production staff, law and ethics, and the role of social media in television news. In addition to learning how to use television news producing software, students will also learn about producing online news content.

JOUR 3740 - Advanced Electronic Media News Reporting and Producing

4 credit hours Prerequisites: JOUR 3430, JOUR 3500, and VFP 3570/JOUR 3570 with grades of C (2.0) or better. Theory and practice of television journalism, including use of electronic news-gathering equipment, evaluating and processing news for broadcast, and delivery of television news. Laboratory required. Three-hour lecture plus up to three-hour lab per week.

JOUR 3800 - Journalism and Media Topics

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

JOUR 3841 - Data Skills for Media Professionals

3 credit hours Introduces applied data analysis concepts and techniques useful to professionals working in media-related disciplines. Topics include spreadsheet-based data analysis, online data visualization and mapping, relational databases, inferential statistics, and code-based data acquisition through API access and web scraping.

JOUR 3850 - Crime, Gender, and Media

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

JOUR 3880 - Media Experiences

1 to 3 credit hours Prerequisite: Permission of department. Hands-on experience to analyze or create media content. May be used for *Middle TN News*, *MTN Sports*, Social Media Insights lab and other group media, special field media experiences, or independent work with instructors.

JOUR 4000 - MC Internship

1 to 3 credit hours Prerequisites: Junior 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 - Media and Society

3 credit hours Prerequisite: Junior standing. Examines how media messages are produced and impact society within diverse, intersectional positions, all within technological, social, legal, ethical, historical, and cultural contexts. A conceptual writing class.

JOUR 4220 - Media, Environment, and Climate Change

3 credit hours Prerequisite: Junior standing or above or instructor approval. Interdisciplinary study of media, environment, and climate change; local and regional contexts of environmental and climate change issues in Middle Tennessee and the South; role of media in environmental and climate justice movements in the U.S. and around the world.

JOUR 4240 - Television, Culture, and History

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

JOUR 4250 - Media Law

3 credit hours (Same as EMC 4250.) Prerequisites: JOUR 1020 and JOUR 2710 with grades of C (2.0) or better; 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 TV, and the Internet.

JOUR 4300 - Reviewing and Criticism

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

JOUR 4350 - Children and Media

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

JOUR 4440 - Advanced Reporting

3 credit hours Prerequisite: JOUR 3090 with grade of C (2.0) or better. Advanced theory and practice in reporting, emphasis on coverage of public affairs-related assignments or other relevant topics, including an introduction to interpretive and investigative reporting techniques.

JOUR 4510 - Media and Social Change

3 credit hours Critically examine how media have historically reflected and enacted social, legal, and cultural changes. Content includes the roles of mainstream and alternative media in activism and social movements and representation, as well as media's contributions to shifts in cultural understanding and perceptions of science, the environment, and other topics.

JOUR 4660 - Scientific Approaches to Media

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

JOUR 4670 - Cultural Approaches to Media

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

JOUR 4700 - Mass Media and National Security

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

JOUR 4780 - Media and Markets

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

JOUR 4790 - Global News and World Media Cultures

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

JOUR 4800 - Seminar in Media Issues

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

JOUR 4810 - Global Comparative Media Systems

3 credit hours Prerequisite: 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.

JOUR 4820 - Race, Gender, and Class in Media

3 credit hours Prerequisite: Junior or senior standing or permission of instructor. Critical examination of diversity in mass communication with particular emphasis on media representations of race, gender, and class. Also examines audience interpretations of media texts.

JOUR 4850 - Media Ethics

3 credit hours Prerequisite: Junior standing. Examination of ethical concerns of media practitioners illuminated by study of selected current ethical issues and an overview of the cultural and philosophical basis of socially responsive media.

JOUR 4880 - Professional Development

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

JOUR 4900 - Independent Study of Media Issues

1 to 3 credit hours Prerequisite: Permission of instructor. Independent study projects or research related to media issues or professions.

JOUR 4910 - Research in Media Issues

3 credit hours Students work on developing good writing skills while conducting original research in their areas of interest. Students will critique each other's writing in a peer-workshop environment, as they edit and revise their own writing--building to a journal-quality research paper presented to the class in a conference-like setting.

Public Relations**PR 2040 - Public Relations Principles**

3 credit hours

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

NOTE: This was formerly PR 3040.

PR 3060 - Strategic Planning for Public Relations

3 credit hours The strategic planning process for public relations campaigns at agencies and in-house settings. Emphasis placed on using background information gathered through informal, secondary, and primary research to create measurable objectives, strategies, and tactics that communicate relevant information to a clearly defined target audience.

PR 3360 - Strategic Communication Writing for Public Relations

3 credit hours Prerequisite: PR 2040 with grade of C (2.0) or better. Techniques of creating and writing strategic messages, including the planning and development of components for strategic communication campaigns for corporate, public service, and other persuasive messages.

PR 3380 - Public Relations Publications

3 credit hours Prerequisite: Admission to candidacy; VCOM 2950 with grade of C (2.0) or better. Effective print-design techniques with emphasis on organizational publications.

PR 3400 - Case Studies in Public Relations

3 credit hours Prerequisite: PR 2040 with grade of C (2.0) or better. Practical methods of handling problems in public relations with emphasis on fact-finding, planning, promoting, and evaluating.

PR 3520 - Special Topics in Professional Issues

3 credit hours (Same as JOUR/ADV/VCOM 3520.) Prerequisite: JOUR 3090 or JOUR 3430 or PR 2040 with grade of C (2.0) or better. 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 3530 - Advanced Writing for Public Relations

3 credit hours Prerequisites: PR 2040 and PR 3360. Advanced techniques of creating and writing strategic messages, including the planning and development of components for strategic communication campaigns for corporate, public service, and other persuasive messages.

PR 3800 - Journalism and Media Topics

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

PR 4251 - Media Relations

3 credit hours Prerequisites: PR 2040 and PR 3360. Provides students with an understanding of the significance, practice, and importance of media relations and messaging for a variety of organizations. Includes how to pitch media and reporters, develop messages, build strategic plans to reach media, and serve as organizational spokespeople.

PR 4720 - Crisis Communication in Public Relations

3 credit hours Prerequisite: PR 2040 with grade of C (2.0) or better or permission of School of Journalism. Examines crisis communication theories,

management, strategies, tactics, and cases while developing practical skills useful in crisis situations.

PR 4740 - Public Relations Campaigns

3 credit hours Prerequisites: JOUR 3660, PR 3360, and PR 3380 or VCOM 2950 with grades of C (2.0) or better; junior standing. Researching and planning public relations campaigns. An opportunity for senior-level students to synthesize and apply knowledge and skills from previous courses.

Sports Media**SPM 2100 - Media and Sports**

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

SPM 3100 - Diversity in Sports Media

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

SPM 3200 - Sports Media Relations

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

SPM 3750 - Sports and Social Media

3 credit hours Examines how social media has affected various stakeholders in the sports industry including athletes, teams, leagues, journalists, public relations professionals, fans, and content creators. Considers theory and practice to investigate the disruption of existing mass media norms, the implications of this disruption, and the evolution of new models of engaging with sports. Guest speakers provide first-hand knowledge about the role of social media for professionals working in the industry.

SPM 3800 - Journalism and Media Topics

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

SPM 4800 - Sports Media Topics

1 to 3 credit hours Prerequisite: SPM 2100 or permission of department. Examines a topic in the field of media and sports. Topic and available academic credit will be announced prior to the scheduling of the class. May include Study Abroad. Study Abroad fees may apply.

Visual Communication**VCOM 2010 - Introduction to Visual Communication**

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

VCOM 2950 - Visual Communication Applications

3 credit hours Introduces students to the creative use of current industry-standard software used for print, digital, and Web design. Focuses on important aspects of design, typography, color theory, and production for creating more effective visual communication. Students explore their own vision through creative projects. Exposure to diverse industry professionals from around the world expands knowledge of the field. Combined lecture/lab.

VCOM 3520 - Special Topics in Professional Issues

3 credit hours (Same as ADV/JOUR/PR 3520.) Prerequisite: VCOM 2010 or JOUR 3090 or JOUR 3430 with grade of C (2.0) or better. 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 3800 - Journalism and Media Topics

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

VCOM 3810 - History of Visual Communication

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

VCOM 3920 - Information Web Design

3 credit hours Prerequisite: VCOM 2950 with grade of C (2.0) or better. Introduces software, design principles, and technology used for communicating concepts, information, and narratives through websites and digital media. Overview of social, political, copyright, and ethical issues involving websites, digital, and social media. Combined lecture/lab.

VCOM 3930 - Visual Storytelling for Journalism

3 credit hours Prerequisites: JOUR 2710 and VCOM 2950 with grades of C (2.0) or better or permission of instructor. This intermediate course in the Visual Communication concentration delves deep into the creative process. Students produce more insightful and effective visual communication through such projects as ad design, editorial layout, and digital illustration. Typography and advanced software skills allow students to leave the class with a diverse portfolio of work. Combined lecture/lab.

VCOM 3950 - Digital Storytelling for Journalism

3 credit hours Prerequisites: VCOM 3920 and VCOM 3930. Advanced practice in communicating concepts, information, and narratives through the use of websites and digital media. Topics include contemporary practices and use of code and software for online and digital media production, combined with in-depth discussion of social, political, copyright, and ethical issues pertaining to websites and digital and social media. Combined lecture/lab.

VCOM 4010 - Information Design

3 credit hours Prerequisite: VCOM 3930 with grade of C (2.0) or better. Advanced principles and practices of visual design applied to projects such as publication design, newsletters, branding, and logo design. Students will turn the skillful selection of photographs and illustrations into contemporary formats. Constructive critiques and inspirational examples of diverse, visual work will allow students to advance their own aesthetic.

VCOM 4180 - Senior Portfolio

3 credit hours Prerequisites: VCOM 3920, VCOM 3930, and VCOM 3950. This capstone course in the VCOM concentration has students revise past projects and delve into new work that represents their areas of interests. Professional topics discussed, including client relations, professional practices, resume writing and design, how to find a job, and the interview process. The goal of the class is to end up with a professional online portfolio that represents the best of each student's capabilities.

Media Arts

Robert Gordon, Interim Chair

Borkland, Bowen, Chilsen, Conkwright, Gomez, Gordon, Griswold, Heinrich, Lewis, McNulty, Neff, O'Neill, Potter, Randol, Reece, Sultan, Trundle

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

Media Arts offers the following programs of study:

- Animation, B.S.
- Interactive Media, B.S.
- Photography, B.F.A.
- Media Management, B.S.
- Video and Film Production, B.S.
- Video and Film Production, Filmmaking Concentration, B.S.
- Video and Film Production, Live Production Concentration, B.S.
- Video and Film Production, Motion Design Concentration, B.S.

Each of these programs (except for Motion Design) is also offered as a minor.

Media Arts strives to provide hands-on learning experiences whenever possible. Facilities (www.mtsu.edu/mediaarts/facilities.php) include an equipment checkout system for students with a variety of cameras and field production equipment; an Extended Reality (XR) Stage (www.mtsu.edu/mediaarts/xr.php) a 40-foot mobile television production lab; two production studios including a 3,000 square foot TV/film studio; video editing facilities; three high-end animation labs with a render farm; an interactive media lab with virtual and augmented reality facilities; a foley lab; traditional and digital photography facilities, two photographic studios, a student photo gallery; a student-run TV station; and a student-run FM radio station. The Baldwin Photographic Gallery resides in the department and exhibits the works of renowned photographers, students, and faculty.

The department offers a variety of cocurricular opportunities (www.mtsu.edu/mediaarts/organizations.php) for all of its students including industry-specific student organizations that make films, produce television programs, make animation, compete in eSports, experiment with VR/AR, go on photo safaris, networking events, and more. The department also offers a unique varsity team, Media Arts Productions, for live television production whose work is frequently distributed nationwide.

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

Transfer Credit

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

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

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

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

Honors College

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

- EMC 1020 - Introduction to Media and Entertainment
- EMC 2120 - Sight, Sound, and Motion
- EMC 4250 - Media Law
- EMC 4800 - Seminar in Media Issues
- VFP 2410 - History of American Television

See Honors College for more information.

Animation Minor

Media Arts

The Animation minor requires the completion of 17 credit hours.

Required Courses (13 hours)

- ANIM 1090 - Image and Video Foundations **4 credit hours**
- ANIM 1350 - Bodies in Motion **3 credit hours**
- ANIM 3000 - History of Animation **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**

Electives (4 hours)

Choose one:

- ANIM 2300 - Introduction to 3D Animation **3 to 4 credit hours (4 credit hours)**
- ANIM 2350 - 2D Animation I **3 to 4 credit hours (4 credit hours)**

Animation, B.S.

Media Arts

615-898-5628

Kevin McNulty, program coordinator

Kevin.McNulty@mtsu.edu

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

In addition to supplemental classes, students take a seven-semester sequence of animation courses (fall and spring). The final year culminates in a two-semester capstone experience in which each student creates a project of their own design or with a team to serve as a primary item in their creative portfolios.

Notice to Transfer Students: MTSU's Animation degree program is designed as a four-year, eight-semester program. Most of the courses must be taken in a strict sequence. To graduate in four years, students must follow the prescribed sequence of classes described below. ART 1620 - Drawing I, ANIM 1090 - Image and Video Foundations, and ANIM 1350 - Bodies in Motion must be completed in the Freshman year. Even with transferring credits, the student may be excessively burdened with animation classes the first semester sophomore year. ANIM 2300 - Introduction to 3D Animation must be taken no later than the first semester of the sophomore year. Transferring to MTSU's Animation program later than the first semester of the Sophomore year will definitely require extra semesters to complete the program. Contact an MTSU academic advisor for more information.

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

Admission to Candidacy

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

1. 36 hours completed before applying for candidacy
2. Passing grade in EMC 1010
3. Grade of C (2.00) or better in each of the following *pre-candidacy* courses:
 - ANIM 1090
 - ART 1620
 - ANIM 1350
 - MODE 3040 (formerly ANIM/VFP 2040)
 - ANIM 2300
 - ANIM 2350Minimum overall GPA in pre-candidacy coursework of 2.75.
3. In addition to the above requirements, candidacy will be granted to students earning a score of 90 or better on the Animation Candidacy Evaluation. A limited number of additional students may be granted candidacy based upon candidacy score and available resources.
4. Animation Candidacy Evaluation uses a 100-point scale composed of 60 percent portfolio review and 40 percent grade point average (GPA) on required pre-candidacy courses.
 - a. The student's portfolio should be composed of work from classes and personal projects. Portfolios will be scored on a 60-point scale. Suggested work samples include, but are not limited to
 1. traditional art such as drawing, painting, sculpture, photography, graphic design, etc.,
 2. still digital art,
 3. animation and video of any form or format,
 4. other creative work to demonstrate the student's creative and aesthetic competency as it applies to the fields of Animation.
 - b. The student's GPA for required pre-candidacy courses will be multiplied by 10 for a maximum score of 40 points.

Academic Map

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

Animation, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	76 hours
<i>College Core Requirements</i>	<i>9 hours*</i>
<i>Major Requirements</i>	<i>67 hours</i>
Computer Literacy Requirement	3 hours
Electives	0-3 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the True Blue Core curriculum. If program requirements are also used to fulfill True Blue Core requirements, the number of elective hours may increase.*

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (76 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(May be counted in the True Blue Core)

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

- EMC 3650 - Free Expression, Media, and the American Public **3 credit hours** OR
- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**

Animation Requirements (67 hours)

- ANIM 1090 - Image and Video Foundations **4 credit hours**
- ANIM 1350 - Bodies in Motion **3 credit hours**
- ANIM 2300 - Introduction to 3D Animation **3 to 4 credit hours** * **(4 credit hours)**
**Must be taken no later than first semester of the sophomore year*
- ANIM 2350 - 2D Animation I **3 to 4 credit hours (4 credit hours)**
- ANIM 3000 - History of Animation **3 credit hours**
- ANIM 3200 - Animation Candidacy **1 credit hour**
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- ANIM 3330 - Character Modeling and Rigging **3 credit hours**
- ANIM 3340 - Animation Mechanics **3 credit hours**
- ANIM 3350 - 2D Animation II **3 credit hours**
- ANIM 4310 - Animation and Performance **3 credit hours**
- ANIM 4350 - Animation Preproduction **3 credit hours**
- ANIM 4400 - Animation Capstone I **3 to 4 credit hours (4 credit hours)**
- ANIM 4405 - Professional Practices in Animation **2 credit hours**
- ANIM 4410 - Animation Capstone II **3 to 4 credit hours (4 credit hours)**
- ART 1620 - Drawing I **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- Media and Entertainment upper-division elective **3 credit hours**
- MODE 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours)**
- MODE 3320 - Visual Effects **3 credit hours**
- MODE 4040 - Motion Graphics II **3 credit hours**

- ART 1030 - Art Appreciation **3 credit hours** OR
- ART 1920 - Survey of Western Art I **3 credit hours** OR
- ENGL 3870 - Film History **3 credit hours** OR
- ENGL 3885 - Topics in Gender and Film **3 credit hours** OR
- ENGL 4855 - Film Theory and Criticism **3 credit hours** OR
- JOUR 4240 - Television, Culture, and History **3 credit hours** OR
- JOUR 4510 - Media and Social Change **3 credit hours** OR
- PHOT 2000 - History of Photography **3 credit hours** OR
- VCOM 3810 - History of Visual Communication **3 credit hours** OR
- VFP 2510 - History of American Cinema **3 credit hours**

Computer Literacy Requirement (3 hours)

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

Electives (0-3 hours)

Curriculum: Animation

Freshman Fall

- Written Communication **3 credit hours**
- ANIM 1090 - Image and Video Foundations **4 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
May count as a Human Society and Social Relationships requirement in the True Blue Core.

Subtotal: 14 Hours

Freshman Spring

- ANIM 1350 - Bodies in Motion **3 credit hours**
- MODE 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours required)**
- CSCI 1150 - Computer Orientation **3 credit hours**
- Information Literacy **3 credit hours**
- Quantitative Literacy **3 credit hours**

Subtotal: 16 Hours

Sophomore Fall

- ANIM 2300 - Introduction to 3D Animation **3 to 4 credit hours (4 credit hours required)**
- ANIM 2350 - 2D Animation I **3 to 4 credit hours (4 credit hours required)**
- VFP 2020 - Scripts for Media **3 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- ANIM 3000 - History of Animation **3 credit hours**
- ANIM 3200 - Animation Candidacy **1 credit hour**
- ANIM 3310 - Texturing, Lighting, and Rendering **3 credit hours**
- MODE 3320 - Visual Effects **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- EMC 3650 - Free Expression, Media, and the American Public **3 credit hours** OR
- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**

- ANIM 3330 - Character Modeling and Rigging **3 credit hours**
- ANIM 3340 - Animation Mechanics **3 credit hours**
- ANIM 3350 - 2D Animation II **3 credit hours**
- History and Civic Learning **3 credit hours**

Subtotal: 15 Hours

Junior Spring

- History and Civic Learning **3 credit hours**
- MODE 4040 - Motion Graphics II **3 credit hours**
- ANIM 4310 - Animation and Performance **3 credit hours**
- ANIM 4350 - Animation Preproduction **3 credit hours**

- ART 1030 - Art Appreciation **3 credit hours** OR
- ART 1920 - Survey of Western Art I **3 credit hours** OR
- ENGL 3870 - Film History **3 credit hours** OR
- ENGL 3885 - Topics in Gender and Film **3 credit hours** OR
- ENGL 4855 - Film Theory and Criticism **3 credit hours** OR
- JOUR 4240 - Television, Culture, and History **3 credit hours** OR
- JOUR 4510 - Media and Social Change **3 credit hours** OR
- PHOT 2000 - History of Photography **3 credit hours** OR
- VCOM 3810 - History of Visual Communication **3 credit hours** OR
- VFP 2510 - History of American Cinema **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- ANIM 4400 - Animation Capstone I **3 to 4 credit hours (4 credit hours required)**
- ANIM 4405 - Professional Practices in Animation **2 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Expression **3 credit hours**
- Elective **3 credit hours**

Subtotal: 15 Hours

Senior Spring

- ANIM 4410 - Animation Capstone II **3 to 4 credit hours (4 credit hours required)**
- Creativity and Cultural Expression **3 credit hours**
- Scientific Literacy **4 credit hours**
- CME UD elective **3 credit hours**

Subtotal: 14 Hours

Interactive Media Minor

Media Arts

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

Required (9 hours)

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

Elective (6 hours)

Choose two:

- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**
- IAM 3250 - Gender and Representation in Interactive Media **3 credit hours**
- IAM 3610 - Fundamentals of Game Theory and Design **3 credit hours**
- IAM 3670 - Digital Media Law and Policy **3 credit hours**
- IAM 3850 - Online Strategy and Search Engine Optimization **3 credit hours**
- IAM 3950 - Content Strategy and Management **3 credit hours**
- IAM 4350 - User Experience Fundamentals **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**

Interactive Media, B.S.

Media Arts

Todd O'Neill

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The **Interactive Media** program focuses on interactive and new media content. This interdisciplinary program combines the use of text, images, video, sound, graphics, and interactivity to communicate through a variety of ever-changing digital platforms such as social media, apps, virtual and augmented reality, and games. The curriculum includes content creation, strategy, measurement, and management in a blend of theoretical and hands-on approaches. The curriculum culminates with a senior capstone course and an internship in a professional setting. *NOTE: Majors must complete all major course requirements with a grade of C (2.00) or better.*

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Passing grade for EMC 1010
3. Grade of B (3.00) or better in each of the following:
EMC 1020/RIM 1020/JOUR 1020
IAM 2500
IAM 3060
IAM 3065
Math course satisfying True Blue Core requirements
3. Grade of C (2.00) or better in ENGL 1010 and ENGL 1020.

Academic Map

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

Interactive Media, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	52 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Interactive Media Requirements</i>	<i>43 hours</i>
Minor	15-18 hours
Electives	9-12 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- COMM 2830 (HSSR)
- ENGL 1010 (WC)
- ENGL 1020 (Info Lit)

Major Requirements (52 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

- IAM 3670 - Digital Media Law and Policy **3 credit hours** OR
- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours**

Interactive Media Requirements (43 hours)

- COMM 2830 - Introduction to Online Communication **3 credit hours** **(may be counted in the True Blue Core)**
- CSCI 1150 - Computer Orientation **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 4000 - Media Internship **1 to 3 credit hours** **(3 credit hours required)**
- IAM 2500 - Survey of Interactive Media **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- IAM 4100 - Professional Practice in Interactive Media **3 credit hours**
- IAM 4460 - Interactive Media Capstone **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**

Major Guided Electives (15 hours)

Choose five:

- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 3210 - Interactive Media Applications **3 credit hours**
- IAM 3250 - Gender and Representation in Interactive Media **3 credit hours**
- IAM 3610 - Fundamentals of Game Theory and Design **3 credit hours**
- IAM 3850 - Online Strategy and Search Engine Optimization **3 credit hours**
- IAM 3950 - Content Strategy and Management **3 credit hours**
- IAM 4350 - User Experience Fundamentals **3 credit hours**

- IAM 4450 - Understanding Digital Analytics **3 credit hours**
- IAM 4800 - Seminar in Media Issues **3 credit hours**
- IAM 4950 - Advanced Seminar-Interactive Media **3 credit hours**

Approved Major General Elective (3 hours)

Choose one:

- BCED 3510 - Business Communication **3 credit hours**
- BCED 4660 - Corporate Communication **3 credit hours**
- ENGL 3620 - Professional Writing **3 credit hours**
- ENGL 4640 - Advanced Topics in Technical Writing and Communication **3 credit hours**
- ENTR 2900 - Entrepreneurship **3 credit hours**
- JOUR 3560 - Podcasting in Journalism **3 credit hours**
- JOUR 3600 - Digital and Media Literacy **3 credit hours**
- JOUR 3841 - Data Skills for Media Professionals **3 credit hours**
- MKT 3820 - Principles of Marketing **3 credit hours**
- PHIL 3170 - Ethics and Computing Technology **3 credit hours**
- PHOT 1050 - Basic Digital Photography **3 credit hours**
- PSY 4340 - Human Factors Psychology **3 credit hours**
- PWR 3010 - Community Writing **3 credit hours**
- PWR 3020 - Digital Writing **3 credit hours**
- PWR 4000 - Experimental Writing **3 credit hours**
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- VCOM 3920 - Information Web Design **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**

Minor (15-18 hours)

Electives (9-12 hours)

Curriculum: Interactive Media

Freshman

- COMM 2830 - Introduction to Online Communication **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- ENGL 1010 - Expository Writing **3 credit hours** (WC)
- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Info Lit)
- IAM 2500 - Survey of Interactive Media **3 credit hours**
- Non-Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Relationships/Elective **3 credit hours**
- Minor **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 31 credit hours

Sophomore

- CSCI 1150 - Computer Orientation **3 credit hours**
- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**
- VCOM 2950 - Visual Communication Applications **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Minor courses **6 credit hours**

Subtotal: 31 credit hours

Junior

- IAM 4100 - Professional Practice in Interactive Media **3 credit hours**
- History and Civic Learning **6 credit hours**
- Minor course **3 credit hours**
- IAM guided electives **9 credit hours**
- Scientific Literacy **4 credit hours**

- EMC 4250 - Media Law **3 credit hours** OR
- JOUR 4250 - Media Law **3 credit hours** OR
- IAM 3670 - Digital Media Law and Policy **3 credit hours**

Subtotal: 28 Hours

Senior

- EMC 4000 - Media Internship **1 to 3 credit hours (3 credit hours required)**
- IAM 4001 - Professional Practices in Interactive Media **2 credit hours**
- IAM 4460 - Interactive Media Capstone **3 credit hours**

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

- Minor course **3 credit hours**
- IAM elective **3 credit hours**
- Upper-division elective **3 credit hours**
- Written Communication/Elective **3 credit hours**
- Information Literacy/Elective **3 credit hours**
- Elective **3 credit hours**

Subtotal: 29 Hours

Media Management Minor

Media Arts

The Media Management minor requires the completion of 15 credit hours. Artists must learn to create, manage, fundraise, distribute and promote their projects, and this is an excellent minor for the director, writer, musician or other artist whose career will be self-guided and independent.

Required (12 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**

- VFP 2410 - History of American Television **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**

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

Elective (3 hours)

Choose one:

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

Media Management, B.S.

Media Arts

615-898-2203

Tom Neff, program coordinator

Tom.Neff@mtsu.edu

Kimberly D. Gates, program advisor

615-494-7998

Kimberly.Gates@mtsu.edu

The **Media Management** degree offers preparation for students to work in a management position in the entertainment industry. While stressing entertainment, Media Management majors and minors develop skills, aesthetics, and practices applicable to **all** businesses: whether film and television, marketing and advertising, wholesale and retail, health and lifestyle, product development and manufacturing, etc.

The program takes a highly practical approach to giving students a broad range of highly marketable skills necessary to succeed and thrive in today's ever-changing business media landscape. These skills range from production and project management, sales, finance, law, general management, HR, accounting, business and media theory, entrepreneurship, audience and messaging, and other tools.

While stressing entertainment, Media Management majors and minors develop skills, aesthetics, and practices applicable to all businesses: whether film and television, marketing and advertising, wholesale and retail, health and lifestyle, product development and manufacturing, etc.

During their MTSU experience, students build a portfolio of projects and work experience to launch their careers with confidence, expertise, and tangible work samples. Internships, where students work with real world companies in real world management positions, are an integral part of the curriculum.

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

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

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
EMC 1020/JOUR 1020/RIM 1020
VFP 2020, IAM 3060, or JOUR 2710
VFP 2410
EMC 2120
Quantitative Literacy course satisfying True Blue Core requirements
3. Grade of C (2.00) in ENGL 1010 and ENGL 1020.

Academic Map

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

Media Management, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	46 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Media Management Requirements</i>	<i>37 hours</i>
Auxiliary Requirements	6 hours
Minor	15-18 hours
Electives	9-15 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- ENGL 1010 (WC)
- ENGL 1020 (Info Lit)

Major Requirements (48 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

Media Management Requirements (37 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3110 - Radio Station Operations **3 credit hours**
- EMC 3750 - Film and TV Producing **3 credit hours**
- EMC 4010 - Media Sales **3 credit hours**

- EMC 4140 - Media Programming **3 credit hours**
- EMC 4430 - Media Management **3 credit hours**
- EMC 4960 - Capstone Course for Media Management **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**

Choose one:

- ENTR 2900 - Entrepreneurship **3 credit hours** *
**NOTE: Students selecting an Entrepreneurship minor may not use ENTR 2900 to fulfill this area.*
- ENTR 3600 - Innovation Acceleration **3 credit hours**
- ENTR 3650 - New Venture Creation **3 credit hours**
- IAM 3070 - Introduction to Social Media Practice **3 credit hours**
- IAM 4450 - Understanding Digital Analytics **3 credit hours**

Auxiliary (6 hours)

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- FIN 3000 - Survey of Finance **3 credit hours**

Minor (15-18 hours)

Electives (9-15 hours)

Curriculum: Media Management

Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- Non-Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 16 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**
- History and Civic Learning **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Relationships **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- VFP 2410 - History of American Television **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**
- Written Communication/Elective **3 credit hours**

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

Subtotal: 16 Hours

Sophomore Spring

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- History and Civic Learning **3 credit hours**
- Information Literacy/Elective **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor course **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- EMC 3030 - Electronic Media Advertising **3 credit hours**
- EMC 3750 - Film and TV Producing **3 credit hours**
- IAM 3065 - Audiences and Messaging **3 credit hours**
- Elective **4 credit hours**

Subtotal: 16 Hours

Junior Spring

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

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

Choose one:

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

Subtotal: 15 Hours

Senior Fall

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

Subtotal: 13 Hours

Senior Spring

- EMC 4430 - Media Management **3 credit hours**
- EMC 4960 - Capstone Course for Media Management **3 credit hours**
- Minor course **3 credit hours**
- Minor course/elective **4 credit hours**

Subtotal: 13 Hours

Motion Graphics Minor

Media Arts

A total of 18 hours is required for the Motion Graphics minor. The Motion Graphics minor gives students an understanding of media aesthetics and the principles of moving visual graphics used in media and entertainment and a variety of industries.

Required Courses (18 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
NOTE: Students taking EMC/JOUR/RIM 1020 for their major or minor will be required to complete an appropriate 3-hours minor course substitution. Seek minor advising in the College of Media and Entertainment.

- ANIM 1090 - Image and Video Foundations **4 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**

- VFP 2410 - History of American Television **3 credit hours** OR
- VFP 2510 - History of American Cinema **3 credit hours** OR
- MODE 3610 - Theory and History of Motion Design **3 credit hours**

- MODE 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours required)**

Photography Minor

Media Arts

The Photography minor requires 18 hours.

Required (18 hours)

- PHOT 1050 - Basic Digital Photography **3 credit hours**
- PHOT 1800 - Narrative Strategies in Photography **3 credit hours**
- PHOT 2000 - History of Photography **3 credit hours**
- PHOT 2500 - Photographic Lighting I **3 credit hours**
- PHOT 3200 - Intermediate Digital Photography **3 credit hours**
- PHOT 3900 - Photography Seminar **3 credit hours**

Photography, B.F.A.

Media Arts

615-898-2084

Jonathan Trundle, program coordinator

Jonathan.Trundle@mtsu.edu

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

The Photography program is housed in a modern freestanding building with secured, ID card swipe access for students. Facilities include two digital classrooms with camera obscuras; a digital lab with scanners and printers; a spacious studio with an infinity wall (cyclorama); a large tabletop studio; a large black and white darkroom with 35mm, medium format, 4x5, and 8x10 enlargers; an Alternative Process Darkroom with coating and drying racks; and an Ultraviolet Light exposing unit for printing.

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

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

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

Admission to Candidacy

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

1. 36 hours completed before applying for candidacy
2. Passing grade in EMC 1010
3. Grade of B- (2.67) or better in each of the following:
 - PHOT 1050
 - PHOT 1800
 - PHOT 2000
 - PHOT 2500
 - PHOT 3200
 - PHOT 3900
4. Grade of C (2.00) or better in each of the following:
 - EMC 1020 / RIM 1020 / JOUR 1020
 - ENGL 1010 and ENGL 1020
 - ART 1610

Academic Map

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

Photography, B.F.A., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	51 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Photography Requirements</i>	<i>39 hours</i>
<i>Photography Elective</i>	<i>3 hours</i>
Auxiliary Major Requirement	10 hours
Minor	17-18 hours
Electives	0-9 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- ENGL 1010 (WC)
- ENGL 1020 (Info Lit)
- ART 1030 (CCE) or ART 1920 (CCE)

Major Requirements (51 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

- VFP 3020 - Screenwriting I **3 credit hours** OR
- IAM 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

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

Photography Requirements (39 hours)

- PHOT 1050 - Basic Digital Photography **3 credit hours**
- PHOT 1800 - Narrative Strategies in Photography **3 credit hours**
- PHOT 2000 - History of Photography **3 credit hours**
- PHOT 2500 - Photographic Lighting I **3 credit hours**
- PHOT 3100 - Contemporary Issues in Photography **3 credit hours**
- PHOT 3200 - Intermediate Digital Photography **3 credit hours**
- PHOT 3300 - Picturing People **3 credit hours**
- PHOT 3550 - Photographic Lighting II **3 credit hours**
- PHOT 3900 - Photography Seminar **3 credit hours**
- PHOT 4001 - Professional Practices in Photography **3 credit hours**
- PHOT 4900 - Photography Capstone I **3 credit hours**
- PHOT 4910 - Photography Capstone II **3 credit hours**

- PHOT 3520 - Alternative Processes in Photography **3 credit hours** OR
- PHOT 3540 - Exploring Camera Formats **3 credit hours**

Photography Electives (3 hours)

- EMC 4900 - Independent Study in Media Arts **1 to 3 credit hours**
- PHOT 3510 - Documentary Practices in Photography **3 credit hours**
- PHOT 3530 - Archiving Photography **3 credit hours**
- PHOT 3560 - Advanced Digital Printing **3 credit hours**
- PHOT 3580 - Photography Practicum **1 to 3 credit hours**
- PHOT 4000 - Photography Internship **1 to 3 credit hours**
- PHOT 4500 - Special Topics in Photography **1 to 3 credit hours**
- PHOT 4510 - Photobooks **3 credit hours**

Auxiliary Major Requirement (10 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- VFP 1060 - Basic Video Production **3 credit hours**

- ART 1610 - Two-Dimensional Design **3 credit hours** OR
- VFP 1080 - Post-Production I **3 credit hours**

- ART 1030 - Art Appreciation **3 credit hours** OR
- ART 1920 - Survey of Western Art I **3 credit hours**

Required Minor (17-18 hours)

One of the following minors is required: Animation Minor, Art Minor, Art History Minor, Graphic Design Print Minor, or Video and Film Production Minor.

Electives (0-9 hours)

Recommended Curriculum: Photography

Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (WC)
- EMC 1010 - Orientation to Media Arts **1 credit hour**
- PHOT 1050 - Basic Digital Photography **3 credit hours**
- VFP 1060 - Basic Video Production **3 credit hours**
- Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 16 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Info Lit)
- PHOT 1800 - Narrative Strategies in Photography **3 credit hours**
- History and Civic Learning **3 credit hours**
- Non-Written Communication **3 credit hours**

- ART 1610 - Two-Dimensional Design **3 credit hours** OR
- VFP 1080 - Post-Production I **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- Creativity and Cultural Expression Literature **3 credit hours**
- PHOT 2000 - History of Photography **3 credit hours**
- PHOT 2500 - Photographic Lighting I **3 credit hours**
- PHOT 3200 - Intermediate Digital Photography **3 credit hours**

- VFP 3020 - Screenwriting I **3 credit hours** OR
- IAM 3060 - Writing for Interactive Experiences **3 credit hours** OR
- JOUR 2710 - Media Writing **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- PHOT 3900 - Photography Seminar **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor course **3 credit hours**

- ART 1030 - Art Appreciation **3 credit hours** OR
- ART 1920 - Survey of Western Art I **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- PHOT 3550 - Photographic Lighting II **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor course **3 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 16 Hours

Junior Spring

- PHOT 3100 - Contemporary Issues in Photography **3 credit hours**
- PHOT 3300 - Picturing People **3 credit hours**
- Minor course **3 credit hours**
- PHOT elective **3 credit hours**

- PHOT 3520 - Alternative Processes in Photography **3 credit hours** OR
- PHOT 3540 - Exploring Camera Formats **3 credit hours**

Subtotal: 15 Hours

Senior Fall

- PHOT 4001 - Professional Practices in Photography **3 credit hours**
- PHOT 4900 - Photography Capstone I **3 credit hours**
- Minor course **3 credit hours**
- Elective **3 credit hours**

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

Subtotal: 15 Hours

Senior Spring

- PHOT 4910 - Photography Capstone II **3 credit hours**
- Elective **3 credit hours**
- Minor course **3 credit hours**
- Minor course/elective **3 credit hours**

Subtotal: 12 Hours

Video and Film Production Minor

Media Arts

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

Required (15 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**

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

Elective (3 hours)

- VFP 2410 - History of American Television **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**
- VFP 4500 - International Cinema **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**

Video and Film Production, B.S.

Media Arts

615-898-5862

Robert Gordon, program coordinator

Robert.Gordon@mtsu.edu

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

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

The program also offers substantial cocurricular opportunities for its students. This includes several organizations focused on making films, a student run television station where students produce the programming and manage the station, and a unique varsity team for live television production whose work is frequently distributed nationwide. These opportunities are available to students from their first semester onward.

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

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	52 hours*
College Core	9 hours
VFP Requirements	31 hours
Guided Electives	12 hours
Minor	15-18 hours
Electives	9-12 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the True Blue Core curriculum. If program requirements are also used to fulfill True Blue Core requirements, the number of elective hours may increase.*

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (52 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

Video and Film Production Requirements (31 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**

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

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

Advanced Production Requirements (6 hours)

Choose at least 6 credit hours

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

Guided Electives (12 hours)

- EMC 3010 - Media Production Seminar **1 to 3 credit hours**
- EMC 3090 - Media Technology Seminar **3 credit hours**
- EMC 3580 - Media Practicum **1 to 3 credit hours**
- EMC 3750 - Film and TV Producing **3 credit hours**
- EMC 4000 - Media Internship **1 to 3 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- EMC 4900 - Independent Study in Media Arts **1 to 3 credit hours**

- Any 3000- or 4000-level VFP or MODE course **3 credit hours**

Minor (15-18 hours)

Electives (9-12 hours)

Curriculum: Video and Film Production

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 16 Hours

Freshman Spring

- EMC 2120 - Sight, Sound, and Motion **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- VFP 2131 - Multi Cam I **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor **3 credit hours**
- Guided elective **3 credit hours**

Subtotal: 15 Hours

Junior Fall

- VFP 2510 - History of American Cinema **3 credit hours**
- Guided elective **3 credit hours**
- Minor **3 credit hours**
- Scientific Literacy **4 credit hours**
- Elective **1 credit hour**

Subtotal: 14 Hours

Junior Spring

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

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

- Guided elective **3 credit hours**
- Minor **3 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 16 Hours

Senior Fall

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

- Advanced video/film production requirement **3 credit hours**
- Minor **3 credit hours**
- Guided elective **3 credit hours**
- Elective (internship recommended) **4 credit hours**

Subtotal: 16 Hours

Senior Spring

- Advanced video/film production requirement **3 credit hours**
- Minor/Elective **3 credit hours**
- Electives **7 credit hours**

Subtotal: 13 Hours

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

Media Arts

615-898-5862

Robert Gordon, program coordinator

Robert.Gordon@mtsu.edu

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

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

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

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

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	58 hours*
<i>College Core</i>	<i>9 hours</i>
<i>VFP Requirements</i>	<i>37 hours</i>
<i>Guided Electives</i>	<i>12 hours</i>
Minor	15-18 hours
Electives	3-9 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (58 hours)

College Core (9 hours)

- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

Video and Film Production, Filmmaking Concentration Requirements (37 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- PHOT 1050 - Basic Digital Photography **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**
- VFP 2990 - Film and TV Sound **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- VFP 3150 - Single Cam II **3 credit hours**
- VFP 4990 - Filmmaking Capstone **3 credit hours**

Filmmaking Directions (3 hours)

Choose one:

- EMC 3750 - Film and TV Producing **3 credit hours**
- VFP 3080 - Post Production II **3 credit hours**
- VFP 3555 - Cinematography **3 credit hours**
- VFP 3745 - Aerial Cinematography I **3 credit hours**
- VFP 4020 - Screenwriting II **3 credit hours**
- MODE 3040 - Motion Graphics I **3 to 4 credit hours**
- MODE 3320 - Visual Effects **3 credit hours**
- MODE 4040 - Motion Graphics II **3 credit hours**

Advanced Production (3 hours)

Choose one:

- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**
- VFP 4942 - Web Series Production **3 credit hours**
- VFP 4944 - Reel World: Client-Based Production **3 credit hours**
- VFP 4945 - Moviemaking **3 credit hours**
- VFP 4947 - Documentary Filmmaking **3 credit hours**
- VFP 4949 - Producing the Narrative Film **3 credit hours**

Guided Electives (12 hours)

- EMC 3010 - Media Production Seminar **1 to 3 credit hours**
- EMC 3090 - Media Technology Seminar **3 credit hours**
- EMC 3580 - Media Practicum **1 to 3 credit hours**
- EMC 4000 - Media Internship **1 to 3 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- EMC 4900 - Independent Study in Media Arts **1 to 3 credit hours**
- Any 3000- or 4000-level VFP or MODE course **3 credit hours**

Minor (15-18 hours)**Electives (3-9 hours)**

Curriculum: Video and Film Production, Filmmaking

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Relationships **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR

Subtotal: 16 Hours

Freshman Spring

- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- PHOT 1050 - Basic Digital Photography **3 credit hours**
- VFP 2130 - Single Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- VFP 2990 - Film and TV Sound **3 credit hours**
- VFP 3020 - Screenwriting I **3 credit hours**
- Scientific Literacy **4 credit hours**
- History and Civic Learning **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- VFP 2510 - History of American Cinema **3 credit hours**
- Guided elective **3 credit hours**
- Minor **6 credit hours**
- General Elective **1 credit hour**

Subtotal: 13 Hours

Junior Spring

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

- VFP 3150 - Single Cam II **3 credit hours**
- Minor **6 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 16 Hours

Senior Fall

- Filmmaking Directions course **3 credit hours**
- Guided electives **6 credit hours**
- Electives **4 credit hours**
- Minor **3 credit hours**

Subtotal: 16 Hours

Senior Spring

- Advanced Production course **3 credit hours**
- Minor/elective **4 credit hours**
- Guided elective **3 credit hours**
- VFP 4990 - Filmmaking Capstone **3 credit hours**

Subtotal: 13 Hours

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

Media Arts

615-898-5862

Robert Gordon, program coordinator

Robert.Gordon@mtsu.edu

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

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

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

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

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

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	55 hours*
College Core	9 hours
VFP Requirements	34 hours
Guided Electives	12 hours
Minor	15-18 hours
Electives	6-12 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the True Blue Core curriculum. If program requirements are also used to fulfill True Blue Core requirements, the number of elective hours may increase.*

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)

Major Requirements (55 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

Video and Film Production, Live Production Concentration (34 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 3090 - Media Technology Seminar **3 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**
- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**
- VFP 3060 - Television Program Genres **3 credit hours**
- VFP 3140 - Multi Cam II **3 credit hours**

At least 9 credit hours from:

- VFP 3091 - XR, Live Event, and LED Virtual Production I **3 credit hours**
- VFP 4150 - Advanced Multi-camera Production - Studio **3 credit hours**
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours**
- VFP 4995 - Live Production Capstone **3 credit hours**

Guided Electives (12 hours)

- EMC 3010 - Media Production Seminar **1 to 3 credit hours**
- EMC 3580 - Media Practicum **1 to 3 credit hours**
- EMC 4000 - Media Internship **1 to 3 credit hours**
- EMC 4800 - Seminar in Media Issues **3 credit hours**
- EMC 4820 - Race, Gender, and Class in Media **3 credit hours**
- EMC 4850 - Ethics and Mass Communication **3 credit hours**
- EMC 4900 - Independent Study in Media Arts **1 to 3 credit hours**
- Any 3000- or 4000-level VFP or MODE elective **3 credit hours**

Minor (15-18 hours)

Electives (6-12 hours)

Curriculum: Video and Film Production, Live Production

Freshman Fall

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- Written Communication **3 credit hours**
- Quantitative Literacy **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Human Society and Social Relationships **3 credit hours**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 16 Hours

Freshman Spring

- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Information Literacy **3 credit hours**

Subtotal: 15 Hours

Sophomore Fall

- VFP 2131 - Multi Cam I **3 credit hours**
- VFP 2410 - History of American Television **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor **3 credit hours**

Subtotal: 15 Hours

Sophomore Spring

- VFP 2020 - Scripts for Media **3 credit hours**
- History and Civic Learning **3 credit hours**
- Scientific Literacy **4 credit hours**
- Minor **3 credit hours**
- Guided elective **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- EMC 3090 - Media Technology Seminar **3 credit hours**
- VFP 2510 - History of American Cinema **3 credit hours**
- Minor **3 credit hours**
- Guided elective **3 credit hours**
- General elective **1 credit hour**

Subtotal: 13 Hours

Junior Spring

- VFP 3060 - Television Program Genres **3 credit hours**
- VFP 3140 - Multi Cam II **3 credit hours**
- Minor **3 credit hours**
- Scientific Literacy **4 credit hours**

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

Subtotal: 16 Hours

Senior Fall

- Minor **3 credit hours**
- Electives **3 credit hours**
- Guided elective **3 credit hours**

At least 6 credit hours from:

- VFP 3091 - XR, Live Event, and LED Virtual Production I **3 credit hours**
- VFP 4150 - Advanced Multi-camera Production - Studio **3 credit hours**
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours**
- VFP 4995 - Live Production Capstone **3 credit hours**

Subtotal: 15 Hours

Senior Spring

- Minor/elective **3 credit hours**
- Electives **5 credit hours**
- Guided elective **3 credit hours**

- VFP 3091 - XR, Live Event, and LED Virtual Production I **3 credit hours** OR
- VFP 4150 - Advanced Multi-camera Production - Studio **3 credit hours** OR
- VFP 4995 - Live Production Capstone **3 credit hours** OR
- VFP 4941 - Advanced Multi-camera Video Production **1 to 4 credit hours (3 credit hours required)**

Subtotal: 14 Hours

Video and Film Production, Motion Design Concentration, B.S.

Media Arts

615-898-5118

Richard Lewis, program coordinator

Richard.Lewis@mtsu.edu

Motion Design fuses the technical skills, artistic aesthetics, and creativity of animation, graphic design, and video/film production to create compelling and moving visual imagery that can entertain, educate, inform, influence, or inspire. This kind of work can be seen anywhere that production design really matters.

Motion Design students build extensive knowledge working with cutting-edge tools for an ever expanding field, encompassing title and credit sequences for films and television, informational graphics for news and social media, animations for music videos and live events, animated advertisements, motion branding, VR/AR/MR/XR visual experiences, and much more. Hands-on opportunities begin the first year with foundational art and postproduction techniques and progress through a sequence of classes learning not only about the creation of cinematic moving art but how to operate motion design pieces in a variety of production environments including our 40-foot mobile television production lab and state of the art XR stage.

Admission to Candidacy

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

1. 45 hours completed before applying for candidacy
2. Passing grade for EMC 1010
3. Grade of B- (2.67) or better in each of the following:
 - ART 1610
 - ANIM 1090
 - ART 2310
 - VFP 2121
 - VFP 1080
 - MODE 3040
4. Grade of C (2.00) or better in each of the following:
 - EMC 1020/JOUR 1020/RIM 1020
 - ENGL 1010 and ENGL 1020
 - Quantitative Literacy course satisfying True Blue Core requirements.

Academic Map

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

Video and Film Production, Motion Design Concentration, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	61 hours*
<i>College Core</i>	<i>9 hours</i>
<i>Department Core</i>	<i>2 hours</i>
<i>Motion Design Concentration</i>	<i>50 hours</i>
Typographic Motion or Motion Illustration Minor	18 hours
Electives	0-3 hours
TOTAL	120 hours

**This program requires courses that can also fulfill requirements of the True Blue Core curriculum. If program requirements are also used to fulfill True Blue Core requirements, the number of elective hours may increase.*

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- ENGL 1010 (WC)
- ENGL 1020 (Info Lit)

Major Requirements (61 hours)

College Core (9 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

Department Core (2 hours)

- EMC 1010 - Orientation to Media Arts **1 credit hour**
- EMC 3001 - Success in Media Arts **1 credit hour**

Video and Film Production, Motion Design Concentration (50 hours)

- ANIM 1090 - Image and Video Foundations **4 credit hours**
- ANIM 4405 - Professional Practices in Animation **2 credit hours**

- ART 1640 - Drawing II **3 credit hours** OR
- ART 2310 - Graphic Design Technologies **3 credit hours**

- MODE 3040 - Motion Graphics I **3 to 4 credit hours (4 credit hours required)**
- MODE 3045 - Live Production Graphics **3 credit hours**
- MODE 3320 - Visual Effects **3 credit hours**
- MODE 4040 - Motion Graphics II **3 credit hours**
- MODE 4985 - Motion Design Capstone **4 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**
- VFP 3080 - Post Production II **3 credit hours**
- VFP 3091 - XR, Live Event, and LED Virtual Production I **3 credit hours**

- VFP 2410 - History of American Television **3 credit hours** OR
- VFP 2510 - History of American Cinema **3 credit hours** OR
- MODE 3610 - Theory and History of Motion Design **3 credit hours**

- VFP 2130 - Single Cam I **3 credit hours** OR
- VFP 2131 - Multi Cam I **3 credit hours**

- ART 2325 - Typographic Design **3 credit hours** OR
- ILLU 3290 - Introduction to Illustration **3 credit hours**

Upper Division Elective (3 hours)

Choose one:

- ANIM 4910 - Advanced Seminar - Animation **3 credit hours**
- ART 4890 - Design History **3 credit hours**
- ILLU 4260 - Illustration in Motion **3 credit hours**
- ILLU 4360 - Comic Book Illustration **3 credit hours**
- ILLU 4370 - Concept Art for Visual Storytelling **3 credit hours**
- IXD 4410 - Typography in Motion **3 credit hours**
- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**

Typographic Motion or Motion Illustration Minor (18 hours)

Electives (0-3 credits)

Curriculum: Video and Film Production, Motion Design

Freshman Fall

- ENGL 1010 - Expository Writing **3 credit hours** (WC)
- ART 1610 - Two-Dimensional Design **3 credit hours**
- ART 1620 - Drawing I **3 credit hours**
- EMC 1010 - Orientation to Media Arts **1 credit hour**

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 13 Hours

Freshman Spring

- ENGL 1020 - Research and Argumentative Writing **3 credit hours** (Info Lit)
- ANIM 1090 - Image and Video Foundations **4 credit hours**
- VFP 1080 - Post-Production I **3 credit hours**
- VFP 2121 - Media Aesthetics in Film and TV **3 credit hours**

- ART 1640 - Drawing II **3 credit hours** OR
- ART 2310 - Graphic Design Technologies **3 credit hours**

Subtotal: 16 Hours

Sophomore Fall

- IAM 3060 - Writing for Interactive Experiences **3 credit hours**
- Quantitative Literacy **3 credit hours**
- MODE 3040 - Motion Graphics I **3 to 4 credit hours** (4 credit hours required)

- ART 2310 - Graphic Design Technologies **3 credit hours** OR
- ART 1640 - Drawing II **3 credit hours**

- VFP 2130 - Single Cam I **3 credit hours** OR
- VFP 2131 - Multi Cam I **3 credit hours**

Subtotal: 16 Hours

Sophomore Spring

- ART 1630 - Three-Dimensional Design **3 credit hours**
- MODE 3320 - Visual Effects **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- Scientific Literacy **4 credit hours**

- ART 2325 - Typographic Design **3 credit hours** OR
- ILLU 3290 - Introduction to Illustration **3 credit hours**

Subtotal: 16 Hours

Junior Fall

- Non-Written Communication **3 credit hours**
- EMC 3001 - Success in Media Arts **1 credit hour**
- MODE 3045 - Live Production Graphics **3 credit hours**
- VFP 3080 - Post Production II **3 credit hours**

- ART 2325 - Typographic Design **3 credit hours** OR
- ILLU 3290 - Introduction to Illustration **3 credit hours**

- VFP 2410 - History of American Television **3 credit hours** OR
- VFP 2510 - History of American Cinema **3 credit hours** OR
- MODE 3610 - Theory and History of Motion Design **3 credit hours**

Subtotal: 16 Hours

Junior Spring

- VFP 3091 - XR, Live Event, and LED Virtual Production I **3 credit hours**
- Scientific Literacy **4 credit hours**
- Human Society and Social Relationships/Elective **3 credit hours**

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

- **Choose one:**
- ANIM 4910 - Advanced Seminar - Animation **3 credit hours** OR
- ART 4890 - Design History **3 credit hours** OR
- ILLU 4260 - Illustration in Motion **3 credit hours** OR
- ILLU 4360 - Comic Book Illustration **3 credit hours** OR
- ILLU 4370 - Concept Art for Visual Storytelling **3 credit hours** OR
- IXD 4410 - Typography in Motion **3 credit hours** OR
- VFP 4940 - Advanced Seminar-Filmmaking **3 credit hours**

Subtotal: 16 Hours

Senior Fall

- **MODE 4040 - Motion Graphics II 3 credit hours**
 - **History and Civic Learning 3 credit hours**
 - **Human Society and Social Relationships 3 credit hours**
 - **Creativity and Cultural Expression 3 credit hours**

 - **ILLU 4260 - Illustration in Motion 3 credit hours OR ***
 - **IXD 4410 - Typography in Motion 3 credit hours ***
- *Note: See minor requirement.

Subtotal: 15 Hours

Senior Spring

- **ANIM 4405 - Professional Practices in Animation 2 credit hours**
- **MODE 4985 - Motion Design Capstone 4 credit hours**
- **History and Civic Learning 3 credit hours**
- **Creativity and Cultural Expression 3 credit hours**

Subtotal: 12 Hours

Animation

ANIM 1090 - Image and Video Foundations

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

ANIM 1350 - Bodies in Motion

3 credit hours

Prerequisite: ART 1620 with minimum grade of C (2.0).

Introduces students to the concept of drawing shapes and volumes for animation. Students work from simple objects to sophisticated anatomical figures. Covers principles of animation applicable to the drawing of movement. Requires use of digital tools in preparation for the creation of digital animation. Six hour studio course

ANIM 2300 - Introduction to 3D Animation

3 to 4 credit hours

Prerequisites: ANIM 1090 with C or better and ANIM 1350 (can be taken concurrently). Animation majors only; others permission of instructor.

Three-dimensional computer graphics and animation. Emphasis on the aesthetics and techniques for building, lighting, texturing, animating, and rendering of three-dimensional models to be used in designing and producing three-dimensional computer-generated animations. Includes a broad survey of the process and techniques involved with creating digital media quality three-dimensional animations and techniques and aesthetics incorporated into traditional methods of animations for contrast and comparison.

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

Six-hour studio course

ANIM 2350 - 2D Animation I

3 to 4 credit hours

Prerequisites: ANIM 1350 with C or better and ANIM 1090 (can be taken concurrently). Animation majors only; others, permission of instructor.

Introduces traditional techniques and history of animation. Explores production from planning to

execution. Topics include history, story, storyboarding, timing, 2D animation techniques, and stop-motion animation techniques.

Six-hour studio course

ANIM 3000 - History of Animation

3 credit hours

Prerequisite: Animation majors only or permission of instructor.

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

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

ANIM 3200 - Animation Candidacy

1 credit hour Prerequisites: A passing grade in EMC 1010, and a grade of C or better in ART 1620, ANIM 1090, ANIM 1350, MODE 3040, ANIM 2300, and ANIM 2350. For Animation majors applying for Animation candidacy. Helps guide students through the process of Animation candidacy, assists in preparing the necessary materials, and discusses early career preparation. Animation majors only.

ANIM 3310 - Texturing, Lighting, and Rendering

3 credit hours

All candidacy courses with grade of C or better; Animation majors only; others permission of instructor.

Continuation of ANIM 2300 for the development of three-dimensional computer graphics and animation. Further understanding of aesthetics and techniques for building, lighting, texturing, and rendering of three-dimensional models to be used in designing and producing three-dimensional computer-generated animations. Introduces the creation and modification of customized lighting models and techniques involved in the compositing of live-action, sound, and computer-generated images.

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

ANIM 3330 - Character Modeling and Rigging

3 credit hours

Prerequisites: ANIM 3310 with C or better; admission to candidacy or permission of instructor.

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

of complete animation production, principles, and methods.

Six-hour studio course

ANIM 3340 - Animation Mechanics

3 credit hours

Prerequisites: ANIM 3310 with a C or better and admission to candidacy; Animation majors only; others permission of instructor. Corequisite: ANIM 3330.

The basics and principles of 3D character animation. Using pre-rigged 3D characters and industry standard software, students will gain a better understanding of body mechanics to create more believable and appropriate movement. Emphasizes the 12 principles of animation, weight, and balance. No character modeling, character rigging, or rendering.

Six-hour studio course

ANIM 3350 - 2D Animation II

3 credit hours

Prerequisites: ANIM 2350 and MODE 3320 with C or better and admission to candidacy. Animation majors only; others permission of instructor.

Continuation from ANIM 2350 for the development of two-dimensional digital animation. Emphasis on the aesthetics and techniques of rigging and compositing 2D animation and furthering understanding of drawing, designing, and animating, using the principles of animation. Focuses on the pipelines involved in creating industry quality cut-out animations.

Six-hour studio course

ANIM 3360 - Unreal Engine for Virtual Production

3 credit hours

Prerequisite: ANIM 3310 with C or better.

Focuses on the process of creating 3D environments and other assets used in real-time game engines. Use of Unreal Engine in conjunction with XR (extended reality) for virtual productions.

Six-hour studio course

ANIM 4310 - Animation and Performance

3 credit hours

Prerequisites: ANIM 3330 and ANIM 3340 with grades of C (2.0) or better. Animation majors only. Continuation of ANIM 3330 for the development of three-dimensional computer graphics and animation. Further understanding of the aesthetics and techniques for creating animation for film, television, games, motion graphics, and VFX. Serves as additional preparation for the required senior

capstone courses and offers greater understanding of advanced character animation production, organic modeling, and rigging.

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

ANIM 4350 - Animation Preproduction

3 credit hours

Prerequisites: ANIM 3000, ANIM 3330, ANIM 3340, and ANIM 3350. Animation majors only or permission of instructor; C or better required.

Introduces students to working in the preproduction aspects of an animated project. Topics cover story design, character story design, visual design of characters, and environments. Other topics include storyboarding for animation, audio, and animatics. Offers preparation to students in the creation and planning of projects produced in the capstone courses ANIM 4400 and ANIM 4410.

ANIM 4400 - Animation Capstone I

3 to 4 credit hours

Prerequisites: Senior standing; MODE 3040, MODE 3320, and ANIM 4310 with C or better; corequisite: ANIM 4405.

Part one of two senior capstone courses for animation students. Students will create an original animated short film from concept to production. Emphasis placed on story.

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

ANIM 4405 - Professional Practices in Animation

2 credit hours

Prerequisite: ANIM 4310 with C or better; corequisite: ANIM 4400.

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

ANIM 4410 - Animation Capstone II

3 to 4 credit hours

Prerequisite: ANIM 4400. Part two of two capstone courses for animation students. Students continue work on original animated short film and see it through to completion. At the end of the course, students submit completed films to various film and animation festivals around the world.

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

ANIM 4910 - Advanced Seminar - Animation
3 credit hours

Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of animation and digital imaging materials. Integration of theory and skills from other ANIM courses. Advanced compositing techniques, particle generation, and advanced modeling techniques probable topics. Can be repeated with different topics; topics will vary by semester offering.
Six-hour studio course

MODE 3040 - Motion Graphics I

3 to 4 credit hours Prerequisite: ANIM 1090 or VFP 1080 and PHOT 1050 or VCOM 2950 and either VFP 1060 or JOUR 2720 with minimum grade of C (2.0) or permission of instructor. Aesthetics, principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet. Emphasizes freedom of expression while respecting diversity of media audiences. Six-hour studio course.

MODE 3320 - Visual Effects

3 credit hours

Prerequisites: MODE 3040 and ANIM 1090 or JOUR 2720 or VFP 1060 or VFP 2130 or VFP 2131 with minimum grade of C (2.0) or better and admission to candidacy. History, techniques, and applications of compositing in the areas of film, video, and multimedia production. Broad survey of process and techniques involved with creating composites. Techniques and aesthetics incorporated into traditional methods of compositing for contrast and comparison. Frequent review and discussion of current work from industry will occur in the form of media presentations.
Six-hour studio course.

MODE 4040 - Motion Graphics II

3 credit hours

Prerequisites: MODE 3320 and either ANIM 3310 or MODE 3045 with minimum grade of C (2.0). Aesthetics, advanced principles, and processes of designing motion graphics for video production, broadcast television, film, and the Internet. Emphasizes freedom of expression while respecting diversity of media audiences.
Six hour studio course.

Electronic Media Communication

EMC 1010 - Orientation to Media Arts

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

EMC 1020 - Introduction to Media and Entertainment

3 credit hours

(Same as JOUR 1020/RIM 1020.) An introduction to media and entertainment, exploring the history of media and entertainment as it pertains to ethics, law, free expression, diversity and inclusion, economics, research, globalization, and other important concepts. Examines the evolution of technology, from the first printing presses to social media and gaming, as well as media industries that include advertising and public relations.

TBC: Human Society and Social Relationships (Discovery)

EMC 2120 - Sight, Sound, and Motion

3 credit hours Prerequisite: Media Arts majors only; others, permission of instructor. Production elements and technology of the electronic media industry. Creative conceptualizations; elements of composition, the production process included. Basic visual and aural technology demonstrated.

EMC 3001 - Success in Media Arts

1 credit hour

Prerequisite: EMC 1010; junior status. Introduces students who have just achieved candidacy in Media Arts to best practices for success in Media Arts. Project management key topic. Emphasizes the value and importance of portfolio-quality work samples, experience points for resumes, and extracurricular experiences.

EMC 3010 - Media Production Seminar

1 to 3 credit hours

Prerequisites: VFP major; VFP 3140 or VFP 3150 with grade of C (2.0) or better; admission to candidacy; or permission of instructor.

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

EMC 3030 - Electronic Media Advertising
3 credit hours

Prerequisite: VFP 2410 with grade of C (2.0) or better; admission to candidacy. Principles, techniques, and methods of electronic media advertising including commercial story boards and copywriting.
Usually offered Fall only

EMC 3090 - Media Technology Seminar
3 credit hours

Prerequisite: Permission of instructor. Introduces various aspects of the technology of media-its production, distribution, and consumption. Topics may vary by semester offering. Can be repeated for up to 9 credit hours.
Three hour lecture/lab plus a varying number of production projects outside of regularly scheduled class time.

EMC 3110 - Radio Station Operations
3 credit hours

Prerequisites: VFP 2410 with grade of C (2.0) or better; instructor approval.
Theory and techniques of sound production, recording, microphones, taping, and board equipment. Analysis of creative efforts and responsibilities in writing, production, and direction.
Three-hour lecture plus up to three-hour lab per week.

EMC 3580 - Media Practicum
1 to 3 credit hours

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

EMC 3650 - Free Expression, 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 media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

EMC 3750 - Film and TV Producing
3 credit hours

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

EMC 4000 - Media Internship
1 to 3 credit hours

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

EMC 4001 - Professional Practices in Media Arts
1 credit hour

Prerequisites: Senior status; candidacy in VFP or Media Management.
Offers preparation to graduating seniors for pursuing industry careers. Topics include career research, preparation of self-marketing materials, how to freelance, and how to start and run a small service business. Recommended to be taken in the final semester before graduation.

EMC 4010 - Media Sales
3 credit hours

Prerequisite: VFP 2410 with grade of C (2.0) or better.
Theories of marketing and selling the intangible products of the electronic media industries. The fundamentals of positioning, theory and use of ratings, and local, regional, and national buying and selling strategies presented.
Offered Spring only.

EMC 4140 - Media Programming

3 credit hours Prerequisite: VFP 2410 with grade of C (2.0) or better. 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 4250 - Media Law

3 credit hours (Same as JOUR 4250.) Prerequisites: EMC 1020 with grade of C (2.0) or better; 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 TV, and the Internet.

EMC 4430 - Media Management

3 credit hours Prerequisites: VFP 2410 with grade of C (2.0) or better; admission to candidacy in Media Management or upper division status with permission of department. 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 4800 - Seminar in Media Issues

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

EMC 4820 - Race, Gender, and Class in Media

3 credit hours Prerequisite: Junior or senior standing or permission of instructor. Critical examination of diversity in mass communication with particular emphasis on media representations of race, gender, and class. Also examines audience interpretations of media texts.

EMC 4850 - Ethics and Mass Communication

3 credit hours
Prerequisite: Junior standing.
Examines ethical concerns of media practitioners, illuminated by study of selected current ethical issues and an overview of the cultural and philosophical bases of a socially responsive mass media.

EMC 4900 - Independent Study in Media Arts

1 to 3 credit hours Prerequisite: Admission to candidacy and permission of department. Provides opportunities for individually designed problems, work experiences, or research projects related to the development of professional competencies in a major field of study. Requires approval of instructor.

EMC 4930 - Advanced Seminar-Media Management

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

EMC 4960 - Capstone Course for Media Management**3 credit hours**

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

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

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

Interactive Media**IAM 1010 - Introduction to Interactive Media**

1 credit hour An introduction to the roots and practices involved in interactive media technology and digital content creation.

IAM 2500 - Survey of Interactive Media

3 credit hours Prerequisite: EMC 1020/JOUR 1020 with grade of C (2.0) or better. An overview of systems and methods of interactive and emerging media message delivery. Explores cultural, social, ethical, historical, and legal challenges of new and emerging media.

IAM 3060 - Writing for Interactive Experiences
3 credit hours Prerequisites: ENGL 1010 and ENGL 1020 with grades of C (2.0) or better. Introduces fundamental principles of writing for interactive experience for specific audiences. Encourages students to explore content development; looks at creation of meaning in interactive media while providing skills in content development.

IAM 3065 - Audiences and Messaging
3 credit hours
Prerequisites: IAM 2500 and IAM 3060 with grades of C (2.0) or better.
Analysis of communication objectives, audience needs, and appropriate media in solving communication problems. Involves theoretical and practical application of mass communication theories.

IAM 3070 - Introduction to Social Media Practice
3 credit hours Prerequisite: IAM 3060 with grade of C (2.0) or better. Introduces social media history, approaches, and practical application. Overview of social media usage within and on behalf of organizations and institutions through a practical analysis approach that focuses on the application of social media techniques.

IAM 3210 - Interactive Media Applications
3 credit hours
Prerequisite: VFP 1060 or VFP 2130 with grade of C (2.0) or better or permission of department.
The application of video for online, mobile, and other interactive media delivery channels. Explores transformations inherent in the digital domain and the associated social and cultural ramifications. Students will create productions that reflect these concepts. Laboratory required.
Three-hour lecture plus up to three-hour lab per week.
Fall only

IAM 3250 - Gender and Representation in Interactive Media
3 credit hours
Prerequisite: IAM 2500.
Examines the intersection of gender, technology, and interactive media. Students will critically analyze theories of materiality and embodiment in digital media, as well as explore how the interactivity of the web affects performativity of power relations and socially constructed identities.

IAM 3610 - Fundamentals of Game Theory and Design
3 credit hours
Prerequisite: Junior standing or permission of department.
Introduces game theory to students with diverse academic backgrounds. Focuses on the basics of game theory from strategic reasoning to sequential games and turn taking. Students required to design and build a basic mobile game.

IAM 3670 - Digital Media Law and Policy
3 credit hours Prerequisite: IAM 2500 or permission of instructor. Introduces the laws, regulations, judicial decisions, and government policy in the United States and internationally which affect the digital space including the Internet, the World Wide Web, online video and audio, and mobile technology, etc. Students will be taking a critical thinking approach to issues such as privacy, copyright, violence, gender issues, and issues around access to Internet services and other related topics.

IAM 3850 - Online Strategy and Search Engine Optimization
3 credit hours Prerequisite: IAM 3065 or permission of department. An overview of online strategies such as search engine optimization and web analytics.

IAM 3950 - Content Strategy and Management
3 credit hours
Prerequisite: IAM 3065 with grade of C (2.0) or better; candidacy in Interactive Media.
Introduces the concepts of content strategy; the creation, delivery, and governance of useful, usable content; and provides practical experience in implementing a content strategy with database enabled content management systems.

IAM 4001 - Professional Practices in Interactive Media
2 credit hours Prerequisites: Interactive Media candidacy; senior standing. Solidifies students' brand and deepens their understanding of the interactive media industry. Students create a personal brand in print and online, get involved in the professional community, and create articles that demonstrate the knowledge and the skills which represent their professional aspirations. Includes résumés, LinkedIn profiles, and portfolios.

IAM 4100 - Professional Practice in Interactive Media

3 credit hours Prerequisite: Junior standing. Students will develop a professional presence for themselves, including print and online materials, get involved in the professional community, and create articles that demonstrate their knowledge and skills and which represent their professional aspirations.

IAM 4350 - User Experience Fundamentals
3 credit hours

Prerequisite: Junior standing or permission of department. Explores facets of the user experience discipline: interaction design, user research, usability, navigation, and information architecture. Students apply theory and skills from the class in real world projects developing apps or websites for small businesses or non-profits or as entrepreneurial ventures.

IAM 4450 - Understanding Digital Analytics
3 credit hours

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

IAM 4460 - Interactive Media Capstone
3 credit hours

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

IAM 4800 - Seminar in Media Issues
3 credit hours Prerequisite: Interactive Media candidacy or permission of department. Examination and critical evaluation of issues relevant to interactive media including their relationships to each other and

to government, advertisers, consumers, and other "publics."

IAM 4950 - Advanced Seminar-Interactive Media
3 credit hours

Prerequisite: Candidacy in Interactive Media; junior status. 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
3 credit hours

Introduces simple and multiple image photography, principles, methods, theory, and practice for both Photography majors and non-Photography majors. Explores digital camera anatomy, operating, and handling while discussing proper in-camera exposure, metering, focusing, shutter speeds, apertures, depth of field, and camera accessories. Basic principles of lighting, design, and image composition discussed. Digital darkroom techniques and image manipulation using tools such as Photoshop included. Emphasis placed on cameras with manual controls. Students required to own a digital camera with manual controls. Must have working knowledge of the Macintosh computer system. Three-hour lecture plus up to three-hour lab per week.

PHOT 1800 - Narrative Strategies in Photography
3 credit hours

Prerequisite: PHOT 1050. Explores the capacity to tell a story as a predominant aspect of still photography and photo-related imagery. Sequence, series, the grid, linear and nonlinear approaches, and literary models explored as the deep structure of subject. Includes lectures, films, readings, writing, and workshops aimed at helping students understand these strategies and their practical applications.

PHOT 2000 - History of Photography
3 credit hours

Investigates intersections between photography and artistic, cultural, political, and societal concerns prior

to and since the introduction of photography. Photographers, photographic processes, and movements within photography framed through ideas and topics as they relate to broader concepts of how photography has shaped and been shaped by outside forces.

Normally offered Fall only

PHOT 2500 - Photographic Lighting I

3 credit hours Prerequisites: PHOT 1050 and PHOT 1800. Introduces and uses artificial light sources to establish foundational lighting control techniques. Demonstrates the use of various lighting sources such as on-camera flash, battery powered off-camera flash, constant lights, and related tools to modify light. Balancing artificial light with existing natural or ambient light sources.

PHOT 3100 - Contemporary Issues in Photography

3 credit hours

Prerequisite: Admission to candidacy. Introduces theoretical and critical issues of photographic practices. Enhances photographic language by discussing photographs, photographers, and contemporary issues within the practice of photography. Students read and respond to selected essays, critical articles, and critical reviews of photography and photographic exhibitions.

Normally offered in the Spring semester only.

PHOT 3200 - Intermediate Digital Photography

3 credit hours

Prerequisite: PHOT 1050 with minimum grade of C (2.0). Use of digital cameras and flatbed scanners as image capture devices and digital printers as image output devices. Software programs, applications, and discussion topics focus on camera operation, file formats, and the aesthetic and ethical issues surrounding photography. Software applications used to explore creative and experimental possibilities for processing and manipulating photographs. Three-hour lecture plus up to three-hour lab per week.

PHOT 3300 - Picturing People

3 credit hours Prerequisite: Admission to candidacy. Students will engage with numerous modes of photographing people through lectures, writing, photographic production, and group critique. Explores commercial and fine art applications of portraiture while also considering their relationship to other known modes of capture such as vernacular photos, photojournalism, and surveillance. Practical

photographic strategies in portraiture will be taught alongside the important considerations of ethics, privacy, and law.

PHOT 3510 - Documentary Practices in Photography

3 credit hours

Prerequisite: Admission to candidacy.

Explores the traditional and non-traditional forms of photographic documentary practice. Considers the conventions of journalism, editorial, and photo essays alongside more contemporary modes of subjective documentary, post documentary, and socially activist practices. Explores image and text as a foundational component of much documentary work. Students will engage in practical experiences related to documentary photographic practices.

PHOT 3520 - Alternative Processes in Photography

3 credit hours

Prerequisites: PHOT 1050, PHOT 3200 or PHOT 3540, or permission of instructor.

Explores building cameras, hand coating emulsions, and working with historic printing processes. Topics include but not limited to pinhole cameras, solargraphy, lumen prints, anthotype process, cyanotype process, cyanotype toning, gum bichromate prints, Van Dyke process, and generating large scale digital negatives. Students will coat, expose, and process their own materials while working with sunlight and a UV light box.

PHOT 3530 - Archiving Photography

3 credit hours

Prerequisites: PHOT 1050 and PHOT 3200.

Discusses identification, preservation, digitization, and archiving of various photographic mediums. Will restore existing material for future generations. Topics include image restoration, media handling, and reproduction. Methods to acquire source materials for use.

PHOT 3540 - Exploring Camera Formats

3 credit hours

Prerequisite: PHOT 1050.

Introduces the aesthetic and technical possibilities of various camera formats. Students choose to work with cameras such as miniature, 35mm, medium and large format, panoramic 360° cameras as they relate to specific image considerations. Handling, processing, digitization of, and printing from these different formats demonstrated and discussed. There

are limited opportunities for short-term loans of equipment, so students should be prepared to provide their own camera(s).

PHOT 3550 - Photographic Lighting II

3 credit hours

Prerequisites: PHOT 1050, PHOT 1800, and PHOT 2500.

Studio lighting course focusing on various aspects of a professional commercial photography practice. Students gain experience in assessment of lighting schematics, proper handling of gear, and various camera trigger devices while working with product, fashion, and portrait style images. Introduces full frame DSLR cameras, medium format cameras, macro photography, and professional lighting equipment. Utilizes studios equipped with tabletop, seamless backdrops, and the Cyc wall.
Normally offered in Spring only.

PHOT 3560 - Advanced Digital Printing

3 credit hours

Prerequisite: PHOT 3200 or permission of instructor. Explores the various controls used in making exhibition quality archival pigment prints on paper. Students will investigate the significance of proper capture methods, techniques to enhance their creative capacity, and strategies for achieving predictable and consistent output results. Classroom presentations and demonstrations, in-class work time, critiques, and outside events will give opportunities for students and instructor to interact in a variety of circumstances. A cohesive, final portfolio is required for this course and each student will present their portfolio to the class at the conclusion of the semester.

PHOT 3580 - Photography Practicum

1 to 3 credit hours

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

PHOT 3900 - Photography Seminar

3 credit hours

Prerequisite: PHOT 3200 or permission of instructor. Helps students develop a sense of analysis, synthesis, assessment, and self-reflection regarding

their own photographic production and the work of their peers. Engages students in critiques, readings, writing, and class discussions while working to prepare a professional portfolio of images that best present their overall aptitude and interests. Serves as a culminating experience for minors and as a preparatory experience for the photo major candidacy.

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 4001 - Professional Practices in

Photography

3 credit hours

Corequisite: PHOT 4900.

Designed to be taken in the senior year; advises students on aspects of launching their careers post-graduation. Includes lectures and instruction by the professor and visiting professionals; covers building a portfolio, promoting work, finding exhibition and residency opportunities, creating online presence, finding jobs, keeping financial records, and photo-related legal issues.

Normally offered Fall only.

PHOT 4040 - Color Photo Communication II

3 credit hours

Prerequisites: Admission to candidacy; PHOT 2000. Emphasis placed on details toward the craft, honing a personal vision, and final portfolio presentation. Three-hour lecture plus up to three-hour lab per week.
Normally offered Spring only

PHOT 4270 - Photo Illustration

3 credit hours

Prerequisites: Admission to candidacy. Studio lighting of various objects in table top settings such as fabrics, clothes, glassware, food, beverages, and how to make the object read well to a potential client or customer. Setting up of lighting scenarios demonstrated and various camera trigger devices used for stopping time and showing products in different ways. Introduces full frame DSLR cameras,

large format view cameras, macro photography, and professional lighting equipment. Problems in advertising photography including the responsibility of understanding the truth in advertising.

Lecture/lab with three to six hours per week.

Normally offered Fall only

PHOT 4500 - Special Topics in Photography

1 to 3 credit hours Prerequisite: Admission to candidacy in Photography or permission of instructor. Introduces and explores various subject matters, approaches, and/or topics in the medium of photography. May be repeated for up to 9 hours with different topic.

PHOT 4510 - Photobooks

3 credit hours

Prerequisite: Admission to candidacy.

Investigates the history of photobooks as well as the contemporary relevance of the medium as a powerful vehicle for photographic projects. The form of the object itself, the sequence of images, inclusion of text, and design elements are deeply considered as elemental considerations in the creation of photobooks. Students work towards self-publishing their own book over the semester. Best suited for students who have a body of images that they would like to explore in book form.

PHOT 4900 - Photography Capstone I

3 credit hours

Prerequisites: Senior standing; PHOT 3200, and project proposal approved by instructor prior to registration period.

Students use learned skills and concepts to develop a semester-long photography project of their personal choice. Project can be completed in a variety of photographic medium(s) discussed and approved by instructor prior to registration period. Exhibition is required during the annual MTSU Photography Student Show.

Normally offered Fall only

PHOT 4910 - Photography Capstone II

3 credit hours

Prerequisites: Admission to candidacy; PHOT 4900. Part two of two required courses for photography students in their senior year. Students will continue work on the self-directed project from Capstone I. Course culminates in written thesis and required exhibition during the MTSU Photography Capstone Show.

Normally offered Spring only.

Video and Film Production

MODE 3045 - Live Production Graphics

3 credit hours Prerequisite: MODE 3040 with minimum grade of C (2.0). Practical experience in industry standard character generator and virtual set pipelines, and the aesthetics, principles, and processes of creating and running real-time graphic elements for a variety of live venues such as broadcast TV, concerts, arenas, and stage productions.

MODE 3610 - Theory and History of Motion Design

3 credit hours Prerequisite: Upper-division status recommended but not required. Examines the history, theory, and practice of motion design.

MODE 4985 - Motion Design Capstone

4 credit hours Prerequisites: Senior standing; admission to Motion Design candidacy; MODE 4040; permission of instructor. Students create a motion design project of their own choice. Individual projects must be approved by instructor. Goal is to produce portfolio-quality projects demonstrating competence in the student's career path.

VFP 1060 - Basic Video Production

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

VFP 1080 - Post-Production I

3 credit hours

Prerequisite: VFP major.

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

VFP 2020 - Scripts for Media

3 credit hours Prerequisites: Media Arts majors only; ENGL 1010 and ENGL 1020. Examines the

conventions and practices of effective writing for screen-based media, developing understanding and awareness of and writing ability with various script formats for media production. Alongside the study of other's produced work, students will practice writing and rewriting their own material, gaining a fundamental capability with conceiving, developing, and completing different kinds of scripts to entertain, educate, inform, influence, and/or inspire viewers.

VFP 2121 - Media Aesthetics in Film and TV
3 credit hours

Prerequisites: Video and Film Production or Media Management major; B- (2.67) or better in EMC 1020/JOUR 1020/RIM 1020.

Explains and illustrates the principles and practices of effective and recognized high quality use of pictorial composition, shot sequencing, lighting, and sound design as used in a variety of visual/aural creative work.

VFP 2130 - Single Cam I
3 credit hours

Prerequisite: VFP major and VFP 1080 (may be taken concurrently) or permission of department.

Technical, operational, and creative basics of single camera production. Focuses on skills used in producing, directing, and production management. Incorporates equipment applications including cinematography, lighting, and field audio.

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

VFP 2131 - Multi Cam I
3 credit hours

Prerequisites: VFP major and VFP 1080 (may be taken concurrently).

Technical and creative elements of multi camera video production. Experience gained through lecture and lab assignments in producing, directing, crew positions, and studio layout.

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

VFP 2410 - History of American Television
3 credit hours

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

VFP 2510 - History of American Cinema
3 credit hours

Prerequisite: VFP major.

The development and role of motion pictures in America, including the history of films and filmmakers, the development of film technique and genres, and the role of films in culture and society.

VFP 2990 - Film and TV Sound
3 credit hours

Prerequisites: Video and Film Production major status; B- (2.67) or better in VFP 1080.

Focuses on the creation of a production's soundtrack-dialogue/vocals, music, and sound effects-and the impact these elements have on the visual image.

Through a combination of lectures, screenings, and hands-on projects, students will learn the fundamentals of acoustics and digital audio, proper audio recording techniques for field and studio recording, sound design and editing, and sound mixing.

VFP 3020 - Screenwriting I
3 credit hours

Prerequisites: ENGL 1010 and ENGL 1020; VFP 2020; Media Arts major.

Techniques of creating and writing for film and video production in both the studio and field environment. Integrates writing for visual impact and audio/integration of sound and examines formatting needs of varying non-fiction and fiction story platforms for screen-based media.

VFP 3060 - Television Program Genres
3 credit hours

Presents the history, development, and current form of various American television programming genres. Each semester will offer a different genre. Can be taken up to four times.

VFP 3080 - Post Production II
3 credit hours

Prerequisite: VFP 1080.

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

VFP 3091 - XR, Live Event, and LED Virtual Production I
3 credit hours

Prerequisites: Media Arts Candidacy; EMC 3090 or MODE 3045 with grade of C (2.0) or better;

permission may be granted by instructor to other majors

Designed to give students a detailed understanding of the field of video display technology for live events and media productions. Focuses on how to design, install, rig and operate large scale video displays and projection systems for an entertainment environment. Demonstrates troubleshooting skills to use in real-world environments.

VFP 3092 - XR, Live Event, and LED Virtual Production II

3 credit hours Prerequisites: EMC 3090 and VFP 3091 with grade of C (2.0) or better. Focuses on the process of using XR (extended reality) hardware and software for virtual productions. Applicational uses can include visual effects, broadcast graphics, music videos, sports graphics, and other related productions.

VFP 3140 - Multi Cam II

3 credit hours

Prerequisites: VFP major; VFP 2131 with minimum grade of C (2.0); or permission of instructor.

Focuses on the duties and responsibilities of the television studio director. Emphasis on actual production and directing of video material. Laboratory required.

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

VFP 3150 - Single Cam II

3 credit hours

Prerequisites: Admission to candidacy; VFP 2130 with minimum grade of C (2.0).

Techniques of video field production. On-location shooting of features and mini-documentaries; editing techniques, coverage, lighting, sound, and graphics. Laboratory required.

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

VFP 3410 - Voices in Cinema and TV

3 credit hours

Prerequisites: VFP major; VFP 2130 with C (2.0) or better.

Explores issues of representation and production, both current and historical, in American cinema and television as it relates to the voices of marginalized and underrepresented communities, including women, POC, LGBTQIA+, disability, indigenous communities, and socioeconomic class. Further aspects of critical theory and political economy

studied in relation to contemporary topics in American media.

VFP 3555 - Cinematography

3 credit hours

Prerequisite: VFP major; VFP 3150.

Explores cinematography and lighting aesthetics, theory, and practice. Working in the studio and on-location, students develop the skills required to capture the moving image. Screenings, exercises, and hands-on projects utilized to demonstrate various approaches to cinematography. Three-hour lecture plus up to three-hour lab per week.

VFP 3570 - Broadcast Announcing and Performance

3 credit hours

Prerequisite: VFP major.

Responsibilities and skills required of the individual performer in preparing, announcing, and narrating of various types of materials for television and radio.

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

VFP 3690 - Casting and Directing for the Screen

3 credit hours

Prerequisite: VFP major. Examines and practices the casting and directing processes in the creation of films shot in a single camera format. Students apply what they learn in a variety of film production projects, relying and building on previous production experience, to create short filmed pieces.

VFP 3745 - Aerial Cinematography I

3 credit hours

(Same as AERO 3745.) Team-taught course gives students the knowledge and skills to fly and maneuver multicopter, remote-piloted aircraft with a specific emphasis on aerial cinematography and filmmaking applications. Students will construct and gain experience on a small drone before transitioning to other, prosumer-level unmanned aircraft systems (UAS). Dual focus on UAS operations, regulations, legal and ethical issues, alongside fundamental aspects specific to aerial filmmaking. Flight operations training and filming will be conducted both on and off-campus. Uses a web-enhanced lecture and lab instructional methodology.

VFP 3950 - Virtual Filmmaking and Production Design

3 credit hours

Prerequisites: VFP 3140 or VFP 3150; or permission of instructor. Hands-on exploration of filmmaking within a virtual production environment.

Working in teams, students will research, design, and

execute all production elements for a filmed virtual production. Explores the various roles within the field of film/television production design through screening, discussions, and experiential learning in class productions.

VFP 4020 - Screenwriting II

3 credit hours

Prerequisite: VFP major; VFP 3020 with C or better; permission of department for non-majors.

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

VFP 4150 - Advanced Multi-camera Production - Studio

3 credit hours

Prerequisites: VFP major; VFP 3140 with C or better or permission of instructor.

Preparation, development, and production of scripted and unscripted studio-based, television program types. Covers principles, aesthetics, and techniques of producing, directing, and of various creative and technical positions.

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

VFP 4500 - International Cinema

3 credit hours

Prerequisite: VFP major; upper division status with permission of department

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

VFP 4525 - Analog Filmmaking

3 credit hours

Prerequisite: Admission to Filmmaking candidacy; permission of instructor. Explores filmmaking as an art form using the Super 8 and 16mm celluloid film formats. Through hands-on practice, projects, and screenings, students gain a deeper appreciation of the roots of cinematic expression. Requires additional material costs per student. Three-hour lecture plus up to three-hour lab per week.

VFP 4745 - Aerial Cinematography II

3 credit hours (Same as AERO 4745.) Prerequisites: AERO 3730/AERO 3731, AERO 3745, or VFP 3745.

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

VFP 4940 - Advanced Seminar-Filmmaking

3 credit hours

Prerequisites: VFP major; VFP 3150.

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

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

VFP 4941 - Advanced Multi-camera Video Production

1 to 4 credit hours

Prerequisite: VFP 3140 with grade of C (2.0) or better or permission of instructor.

Practical experience in the conceptualization, pre-production preparation, and production of live television productions such as sports, musical performances, special events, or news. Topics will vary by section offering. Can be repeated for up to 13 credit hours with each section offering varying composition of projects.

Lecture/lab plus a varying number of project hours outside of scheduled class time.

VFP 4942 - Web Series Production

3 credit hours

Prerequisites: VFP major; C (2.0) or better in VFP 3150; and permission of instructor.

Explores the proliferation of online video content and distribution platforms for entertainment, commercial, and educational markets. Topics include writing, producing, content strategy, targeting core audiences, crowdfunding, monetization, and various distribution methods. Students work within a collaborative and production-oriented workshop setting to create and

promote a multi-episode web series. Three-hour lecture plus up to three-hour lab per week.

VFP 4944 - Reel World: Client-Based Production
3 credit hours

Prerequisites: VFP major, VFP 3150; permission of instructor.

Gives students the experience of creating media for clients, solving their communication needs, and working with their brands. This real-world experience includes meeting with actual clients, understanding their needs and then conceiving, developing, pitching, and producing works to meet their needs. Three-hour lecture plus up to three-hour lab per week.

VFP 4945 - Moviemaking
3 credit hours

Prerequisite: VFP major; VFP 3150 with C (2.0) or better.

Focuses on film production, direction, and crew positions while producing several short film projects. Each student required to produce or direct a short film AND crew another student's project or crew three short films being produced and directed by classmates. Three-hour lecture plus up to three-hour lab per week.

VFP 4947 - Documentary Filmmaking
3 credit hours

Prerequisites: Admission to Video and Film Production candidacy; VFP 3150 with C (2.0) or better; permission of instructor.

Practical and theoretical exploration of the various styles of documentary filmmaking. Screenings and analysis of short- and long-form documentary films guide students in the production of an original, portfolio-quality film project. Three-hour lecture plus up to three-hour lab per week.

VFP 4949 - Producing the Narrative Film
3 credit hours

Prerequisites: VFP major; VFP 3140 or VFP 3150.

The producer is the key organizer for any media production and project success is largely dependent upon the producer's performance and management of the crew, budget, schedule, and logistics of the production and post-production. Provides hands-on experience with the details of the producer's role while making a short film. Three-hour lecture plus up to three-hour lab per week.

VFP 4990 - Filmmaking Capstone
3 credit hours

Prerequisites: VFP major; senior status; VFP 3150; at least one advanced production course; and permission of instructor.

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

VFP 4995 - Live Production Capstone
3 credit hours

Prerequisites: VFP major; senior status, and permission of instructor.

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

Recording Industry

Michelle Conceison, Chair

Akins, Baird, Blackmon, Caress, Collier, Crabtree, Dahan, deClercq, Donham, Fleming, Foglia, Gargel, Green, Hanson, Keel, Macy, Merchant, Ouellette, Paulson, Piekarski, Rogers, Rowland, Shackelford, Simpson, Wagnon, Wald

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

Internships with a variety of companies and organizations in the industry are available for select students. Opportunities to meet industry professionals, network, and develop contacts are provided throughout each semester. The department offers study abroad programs in several countries. Audio engineering and production courses are taught in multiple studios and labs, all located on campus. Live sound/sound reinforcement courses are taught in various on-campus locations including the Chris Young Cafe. Music Business students have access to modern marketing software and the most current industry data. Students in Commercial Songwriting work with professional songwriters in the recently opened Songwriting Center.

The program is designed utilizing best practices and advice from The Academy of Recording Arts and Sciences (The Grammys), Music and Entertainment Industry Educators Association (MEIEA), The Music Business Association, the Society of Professional Audio Recording Services, the Mechanical Licensing Collective (MLC), and numerous industry professionals and executives.

The department offers a minor in Recording Industry for non-Recording Industry majors, a minor in Audio Production for non-Audio Production majors, an interdisciplinary minor in Entertainment Technology in cooperation with the Engineering Technology, Media Arts, and Theatre and Dance departments.

Transfer Credit Policy

Transfer credit into the Recording Industry and Audio Production majors may 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 those students transferring from an institution that has no 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 or Audio Production 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 and Audio Production majors may be required to take an exit examination in order to graduate.

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

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. High achieving undergraduate students majoring in Audio Production may be able to participate in the Accelerated Bachelors to Masters (ABM) pathway, providing an opportunity for select requirements to count toward both the bachelor's and master's degrees.

Also offered is a concentration in Music Business through the Jones College of Business as included in the M.B.A. offering. Requirements for this degree and a list of the courses offered for graduate credit are published on the Jones College Business Administration with Music Business concentration website.

Audio Production Minor

Recording Industry

Advisor: Matt Foglia

Matt.Foglia@mtsu.edu

The Audio Production minor requires 15 hours. It is suited for majors in Recording Industry, Media Arts, Music (Music Industry), and Theatre, but is open to all. Students must maintain a 2.00 average in the Audio Production minor. See course suggestions for studio production and engineering (music), electronic music (EM), sound reinforcement (live sound), and sound for picture tracks.

Required Courses (6 hours)

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

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

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

Electives (9 hours)

All courses require the stated prerequisites and /or approvals by the AP minor advisor. Other Audio Production-focused RIM courses may count with approval of the AP minor advisor or RIM department chair. Seek approval for these before enrolling.

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

NOTES:

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

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

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

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

Audio Production, B.S.

Recording Industry

615-898-2578

Matt Foglia, program coordinator

Matt.Foglia@mtsu.edu

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

Accelerated Bachelors/Masters (ABM) Program

High achieving students majoring in Audio Production who intend to pursue a Master of Fine Arts in Recording Arts and Technologies degree may apply to participate in the Accelerated Bachelors/Masters (ABM) pathway. The pathway allows undergraduate students an opportunity to complete select requirements for both the bachelor's and master's degrees simultaneously. Upon successful completion of the ABM Pathway, students must submit an application (including application fee) to the graduate program. Additional application requirements will be waived, and the student will be admitted to the program automatically. For more information about the ABM pathway, see the Graduate Catalog.

Admission to Candidacy

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

To be eligible to apply for candidacy, a student must

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

Achieving the minimum grade requirements does not guarantee program admission. Students in the Audio Production major are guaranteed admission to candidacy if they earn an Audio Production Candidacy GPA of 3.5 or higher.

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

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

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

A limited number of additional candidacy slots will be open based on availability. Candidacy will be granted three times per year; after the fall and spring semesters and summer term. Students may not take other RIM courses beyond the candidacy requirements, with the exception of RIM 3650, until they have successfully completed admission to candidacy.

The application for admission to candidacy is an online application available here. Applications should be submitted by students during the semester in which they will have completed the above requirements. The deadline for candidacy applications is near the end of each semester and is announced via email each semester. Students are strongly encouraged to frequently check their MTSU email for communications from the Recording Industry department regarding deadlines.

Candidacy Appeals

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

Technology Requirements

Students in the Audio Production program are required to have a computer and Avid Pro Tools software. Specific information can be found:

www.mtsu.edu/programs/audio-production/info

Academic Map

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

Audio Production, B.S., Academic Map

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	51 hours*
<i>AP Pre-Candidacy Core</i>	<i>12 hours</i>
<i>AP Sub Core</i>	<i>6 hours</i>
<i>AP Post Candidacy Sub Core</i>	<i>15 hours</i>
<i>AP Electives</i>	<i>18 hours</i>
Minor	15-20 hours
Major Support Requirement	3 hours*
Electives	5-16 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- MATH 1710 or higher level math (Quant Lit)

Major Requirements (51 hours)

Audio Production Pre-Candidacy Core (12 hours)

Required to apply for candidacy in Audio Production

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

Audio Production Sub Core (6 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

Audio Production Post Candidacy Sub-core (15 hours)

- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**

Audio Production Electives (18 hours)

Choose 18 credit hours from the following.

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

- PHYS 1600 - Physics of Music **3 credit hours**
- RIM 3450 - Advanced Commercial Musicianship **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** **
- RIM 4010 - Audio Internship **1 to 6 credit hours** **
- RIM 4101 - Pro Tools 101+110 Certification **3 credit hours**
- RIM 4201 - ProTools 201+210 Certification **3 credit hours**
- RIM 4290 - MIDI Based Music Production **3 credit hours**
- RIM 4300 - Advanced Pro Tools Techniques **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**
- RIM 4333 - Sound System Design and Optimization **3 credit hours**
- RIM 4335 - Advanced Sound Reinforcement **3 credit hours**
- RIM 4337 - Live Event Production **3 credit hours**
- RIM 4390 - Electronic Music and Controllerism **3 credit hours**
- RIM 4480 - Mastering **3 credit hours**
- RIM 4490 - Broadcast Audio Technology and Methods **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4567 - Practices for the DIY Recording Artist **3 credit hours**

- RIM 4575 - Sound Effects Design for Picture **3 credit hours**
- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4585 - Advanced Sound for Picture **3 credit hours**
- RIM 4590 - MIDI Based Scoring for Visual Media **3 credit hours**
- RIM 4600 - Mixing Techniques and Technologies **3 credit hours**
- RIM 4615 - Introduction to Immersive Audio **3 credit hours**
- RIM 4650 - Multitrack Music Recording **3 credit hours**
- RIM 4660 - Advanced Music Engineering **3 credit hours**
- RIM 4670 - Studio Production **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**
- RIM 4714 - Immersive Mixing for Music and Picture **3 credit hours**
- RIM 4740 - Independent Contracting: Pro Audio Freelance **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours** ***
- RIM 4830 - Recording Studio Maintenance **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**
- RIM 4910 - Topics in Audio Production **3 credit hours** ***

Choose Two Electives

At least two electives must come from the following:

- RIM 4290 - MIDI Based Music Production **3 credit hours**
- RIM 4300 - Advanced Pro Tools Techniques **3 credit hours**
- RIM 4330 - Sound Reinforcement **3 credit hours**
- RIM 4580 - Sound for Picture **3 credit hours**
- RIM 4600 - Mixing Techniques and Technologies **3 credit hours**
- RIM 4650 - Multitrack Music Recording **3 credit hours**

Or Choose One Elective

At least one elective from the following:

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

NOTE:

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

**Music minors - Students who minor in Music must take MUTH 1110 for their minor and will not be required to take RIM 1230. Music minors will need an additional AP elective to complete the required 51 hours in the major.*

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

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

Up to 9 credit hours of RIM courses outside of the approved AP elective list can be included as elective credit in the major.

Audio Production students may take PHYS 1600 pre-candidacy.

Minor (15-20 hours)

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

Major Support Requirement (3 hours)

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

Electives (5-16 hours)

Curriculum: Audio Production

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

See **course suggestions** for studio production and engineering (music), electronic music (EM), sound reinforcement (live sound), and sound for picture tracks.

Freshman

- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Scientific Literacy **4 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Quant Lit) or higher-level math course
- RIM 1230 - Commercial Musicianship **3 credit hours**
- RIM 3300 - Digital Audio Technology **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 31 Hours

Sophomore

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- RIM AP elective **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4100 - Audio Signals and Systems **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**

Subtotal: 30 Hours

Junior

- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM AP electives **9 credit hours**
- Scientific Literacy **4 credit hours**
- Minor courses **9 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- History and Civic Learning **3 credit hours**

Subtotal: 31 Hours

Senior

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

Subtotal: 28 Hours

Recording Industry Minor (for Nonmajors)

Recording Industry

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

NOTE: *Students interested in audio production should consider the Audio Production minor.*

Required Courses (6 hours)

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

Electives (12 hours)

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

Recording Industry, Commercial Songwriting Concentration, B.S.

Recording Industry

615-898-2578

Odie Blackmon, program coordinator

Odie.Blackmon@mtsu.edu

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

Admission to Candidacy

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

To apply for candidacy, a student must have

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

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

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

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

Candidacy Formula

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

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

Candidacy Appeals

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	51 hours*
<i>Recording Industry Core</i>	<i>18 hours</i>
<i>Recording Industry Sub Core</i>	<i>18 hours</i>
<i>Commercial Songwriting Electives</i>	<i>15 hours</i>
Minor	15-18 hours
Major Support Requirement	3 hours*
Electives	7-13 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- MATH 1710 or higher-level math (Quant Lit)

Major Requirements (51 hours)

Recording Industry Core (18 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**

Sub-core (18 hours)

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

- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours** OR
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**

Choose one (3 hours)

- RIM 3300 - Digital Audio Technology **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - Desktop Music Production **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**

NOTE:

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

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

Commercial Songwriting Electives (15 hours)

Choose 15 credit hours from the following:

- RIM 3300 - Digital Audio Technology **3 credit hours**
- RIM 3100 - Introduction to Popular Music Studies **3 credit hours**
- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours**
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**
- RIM 3200 - History of Country Music **3 credit hours**
- RIM 3450 - Advanced Commercial Musicianship **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** *
- RIM 3720 - Artist Management **3 credit hours**
- RIM 4010 - Audio Internship **1 to 6 credit hours** *
- RIM 4025 - Songwriting Practicum **3 credit hours**
- RIM 4030 - Performance Skills for Artists and Songwriters **3 credit hours**
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours**
- RIM 4210 - Desktop Music Production **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4390 - Electronic Music and Controllerism **3 credit hours**
- RIM 4400 - Recording Studio Techniques **3 credit hours**
- RIM 4440 - Critical Listening **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4800 - Understanding the Nashville Music Business-Past and Future **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours of RIM 4810 can be used to count in elective area.

- RIM 4840 - Music Publishing Administration **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**

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

NOTE:

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

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

Major Support Course (3 hours)

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

Minor (15-18 hours)

All Recording Industry majors are required to complete one minor.

Electives (7-13 hours)

Curriculum: Recording Industry, Commercial Songwriting Concentration

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

Freshman

- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Human Society and Social Relationships **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Quant Lit) or higher-level math
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**

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

- RIM 3115 - Songwriting Instrumentation: Guitar **3 credit hours** OR
- RIM 3116 - Songwriting Instrumentation: Piano **3 credit hours**

- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)

Subtotal: 30 Hours

Sophomore

- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- Scientific Literacy **8 credit hours**
- Minor course **3 credit hours**
- RIM CS elective **3 credit hours**
- RIM 1230 - Commercial Musicianship **3 credit hours**
- RIM 3020 - Commercial Songwriting **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**

Subtotal: 32 Hours

Junior

- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4020 - Advanced Commercial Songwriting **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**
- RIM CS elective (RIM 4025 highly suggested) **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- History and Civic Learning **3 credit hours**
- Minor course **3 credit hours**
- Electives **6 credit hours**
- RIM 3300 - Digital Audio Technology **3 credit hours** OR
- RIM 4190 - Introduction to MIDI and Sound Synthesis **3 credit hours** OR
- RIM 4210 - Desktop Music Production **3 credit hours** OR
- RIM 4400 - Recording Studio Techniques **3 credit hours**

Subtotal: 30 Hours

Senior

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

Subtotal: 28 Hours

Recording Industry, Music Business Concentration, B.S.

Recording Industry

615-898-2578

Amy Macy, program coordinator

Amy.Macy@mtsu.edu

The Music Business concentration offers instruction designed for students who are interested in careers in the music industry such as record label executive and promotions, artist manager, social media and streaming analytics manager, music publisher and administrator, playlist curator, venue manager, talent buyer, entertainment attorney, just to name a few.

Admission to Candidacy

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

To apply for candidacy, a student must have

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

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

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

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

Candidacy Formula

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

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

Candidacy Appeals

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

Academic Map

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

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

Degree Requirements

True Blue Core (TBC)	41 hours
Major Requirements	48 hours*
<i>Recording Industry Core</i>	<i>18 hours</i>
<i>Recording Industry Sub Core</i>	<i>12 hours</i>
<i>Music Business Electives</i>	<i>18 hours</i>
Major Support Requirements	6 hours*
Computer Literacy Requirement	3 hours
Minor	15-18 hours
Electives	4-13 hours
TOTAL	120 hours

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

True Blue Core (41 hours)

True Blue Core (TBC) requirements (shown in curricular listings below) include courses in the **Foundational Skills** areas of Written Communication (WC), Information Literacy (Info Lit), Non-Written Communication (NWC), and Quantitative Literacy (Quant Lit). **Knowledge Domains** include Human Society and Social Relationships (HSSR), Scientific Literacy (Sci Lit), Creativity and Cultural Expression (CCE), and History and Civic Learning (HCL), which include **Discovery** and **Explorations** categories. Students must choose at least one course from each **Discovery** category.

The following courses required by the major meet True Blue Core requirements:

- EMC 1020/JOUR 1020/RIM 1020 (HSSR)
- MATH 1710 or higher level math (Quant Lit)

Major Requirements (48 hours)

Recording Industry Core (18 hours)

- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** OR
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours**
(may be counted in the True Blue Core)

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

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

- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**

Sub-core (12 hours)

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

Music Business Electives (18 hours)

Choose 18 credit hours from the following:

- JOUR 2710 - Media Writing **3 credit 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 3250 - Living in James Brown's America: From Doo Wop to Hip Hop **3 credit hours**
- RIM 3500 - Lecture Series **3 credit hours**
- RIM 3550 - Amp and Lens: The Music Industry Through Documentaries **3 credit hours**
- RIM 3580 - RIM Practicum **1 to 3 credit hours** *
- RIM 3650 - Free Expression, Media, and the American Public **3 credit hours**
- RIM 3690 - International Entertainment Transactions **3 credit hours**
- RIM 3770 - Publicity in the Recording Industry **3 credit hours**
- RIM 3780 - Entertainment Reporting and Writing **3 credit hours**
- RIM 3890 - International Recording Industry **3 credit hours**
- RIM 3950 - Live Concert Planning **3 credit hours**
- RIM 4000 - Recording Industry Internship: Business **1 to 6 credit hours** *
- RIM 4010 - Audio Internship **1 to 6 credit hours** *
- RIM 4420 - Talent Agency Fundamentals **3 credit hours**
- RIM 4430 - Bob Dylan and the Spirit of Creativity **3 credit hours**
- RIM 4431 - Recording Industry Professionalism **3 credit hours**
- RIM 4510 - Study Abroad **1 to 3 credit hours**
- RIM 4630 - Recording Industry Research **3 credit hours**
- RIM 4640 - Entertainment Branding **3 credit hours**
- RIM 4690 - Digital Strategies for the Music Business **3 credit hours**
- RIM 4720 - Record Retail Operation **3 credit hours**
- RIM 4730 - The A&R Function **3 credit hours**
- RIM 4740 - Independent Contracting: Pro Audio Freelance **3 credit hours**
- RIM 4800 - Understanding the Nashville Music Business-Past and Future **3 credit hours**
- RIM 4810 - Topics in Recording Industry **1 to 3 credit hours**
Only 6 hours are allowed to count in elective area.
- RIM 4820 - Record Label Operations **3 credit hours**
- RIM 4840 - Music Publishing Administration **3 credit hours**
- RIM 4900 - Individual Problems in the Recording Industry **1 to 3 credit hours**

Computer Literacy Requirement (3 hours)

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

Major Support Requirements (6 hours)

- ACTG 2110 - Principles of Accounting I **3 credit hours** OR

- ACTG 2120 - Principles of Accounting II **3 credit hours** OR
- ACTG 3000 - Survey of Accounting for General Business **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (or higher-level math)

Minor (15-18 hours)

Electives (4-13 hours)

NOTE:

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

Music Business concentration students may take up to 9 semester hours of their electives from the Commercial Songwriting concentration or Audio Production.

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

Music Business M.B.A. Fast Track

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

Curriculum: Recording Industry, Music Business Concentration

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

Freshman

- Written Communication **3 credit hours**
- Information Literacy **3 credit hours**
- Non-Written Communication **3 credit hours**
- Creativity and Cultural Expression **3 credit hours**
- MATH 1710 - College Algebra **3 credit hours** (Quant Lit) or higher-level math
- RIM 3000 - History of the Recording Industry **3 credit hours**
- RIM 3600 - Survey of the Recording Industry **3 credit hours**
- RIM 3010 - Audio Fundamentals **3 credit hours** OR
- RIM 3011 - Survey of Audio Technology **3 credit hours**
- RIM 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- JOUR 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR) OR
- EMC 1020 - Introduction to Media and Entertainment **3 credit hours** (HSSR)
May count as a Human Society and Social Relationships requirement.

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

Subtotal: 30 Hours

Sophomore

- RIM 3700 - Entertainment Intellectual Property I **3 credit hours**
- RIM 3720 - Artist Management **3 credit hours**
- RIM 3900 - Music Publishing **3 credit hours**
- RIM 4320 - Concert Promotion and Touring **3 credit hours**
- RIM 4620 - Marketing of Recordings **3 credit hours**
- Creativity and Cultural Expression Literature **3 credit hours**
- History and Civic Learning **6 credit hours**
- Human Society and Social Relationships **3 credit hours**
- Scientific Literacy **4 credit hours**

Subtotal: 31 Hours

Junior

- RIM 4700 - Entertainment Intellectual Property II **3 credit hours**
- RIM MB elective **12 credit hours**
- Minor courses **6 credit hours**
- Elective **3 credit hours**
- Scientific Literacy **4 credit hours**
- Creativity and Cultural Expression **3 credit hours**

Subtotal: 31 Hours

Senior

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

Subtotal: 28 Hours

Recording Industry

RIM 1020 - Introduction to Media and Entertainment

3 credit hours

(Same as EMC 1020/JOUR 1020.) An introduction to media and entertainment, exploring the history of media and entertainment as it pertains to ethics, law, free expression, diversity and inclusion, economics, research, globalization, and other important concepts. Examines the evolution of technology, from the first printing presses to social media and gaming, as well as media industries that include advertising and public relations.

TBC: Human Society and Social Relationships (Discovery)

RIM 1230 - Commercial Musicianship

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

RIM 3000 - History of the Recording Industry

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

RIM 3010 - Audio Fundamentals

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

RIM 3011 - Survey of Audio Technology

3 credit hours For non-Audio Production Recording Industry pre-candidacy students; includes students seeking admission to candidacy in the Music Business and Commercial Songwriting concentrations. Overview of the basic function and application of audio hardware and software used in music creation. Surveys audio technology found in

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

RIM 3020 - Commercial Songwriting

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

RIM 3100 - Introduction to Popular Music Studies

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

RIM 3115 - Songwriting Instrumentation: Guitar

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

RIM 3116 - Songwriting Instrumentation: Piano

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

RIM 3200 - History of Country Music

3 credit hours Prerequisite: Admission to candidacy. History and culture of American country music. Explores the historical progression of the genre and analyzes topics such as race and gender relations, material culture, generational conflict, and the role of

"authenticity" in the creation and commodification of the music. Reading, writing, and listening intensive.

RIM 3250 - Living in James Brown's America: From Doo Wop to Hip Hop

3 credit hours Prerequisite: ENGL 1010. Examines James Brown and his significance in American music history. Covers Brown's early years, rise to fame, and his impact on the development of funk, soul, R&B, and hip hop music. Students will also study Brown's political activism and cultural significance.

RIM 3300 - Digital Audio Technology
3 credit hours

Prerequisites: Recording Industry majors and Audio Production majors/minors. An overview of digital audio technology with an emphasis on computer technology related to music production, digital audio workstation hardware and software (e.g., Pro Tools), and digital audio theory. Laboratory required.
Formerly RIM 4200 and RIM 2300

RIM 3450 - Advanced Commercial Musicianship

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

RIM 3500 - Lecture Series

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

RIM 3550 - Amp and Lens: The Music Industry Through Documentaries

3 credit hours Corequisite: RIM 4000. Examines the music industry through the lens of motion picture documentaries. Motion picture specifically chosen to feature artists, genres, cultures, and subjects that focus on specific aspects of the business, revealing subjects often overlooked but essential to the understanding of the industry.

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, 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 media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.

RIM 3690 - International Entertainment Transactions

3 credit hours Prerequisite: RIM 3600 with C or higher. Introduction to international law (European Union, Asia/Pacific Rim, and Latin America) in the context of the global entertainment and intellectual property industries (music, film, television, books, videogames, etc.). Culminates in presentation of a proposed start-up entertainment entity in a foreign territory. Each student will be able to establish a professional relationship with an entertainment industry liaison in a foreign territory. Offers preparation for students interested in international opportunities for growth including international internships and the Office of International Affairs' Study Abroad programs.

RIM 3700 - Entertainment Intellectual Property I

3 credit hours Prerequisite: RI majors - admission to candidacy and RIM 3600 with C or better; others RIM 3600. Introduction to the law of copyright, as well as the basic law of contracts, within a lecture setting combined with the interactivity of student in-class argument of appellate opinions rendered in both the areas of U.S. Copyright law and Contract law. Focuses solely on high-level intellectual property disputes related to the entertainment industry, whether regarding argument as to the rightful

copyright ownership of parties within the entertainment industry, or as to a contract dispute, e.g. the breach of an entertainment agreement involving artistic content such as a recording or publishing agreement.

RIM 3720 - Artist Management

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

RIM 3770 - Publicity in the Recording Industry

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

RIM 3780 - Entertainment Reporting and Writing

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

RIM 3890 - International Recording Industry

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

RIM 3900 - Music Publishing

3 credit hours Prerequisites: RI majors - admission to candidacy and previous or concurrent enrollment in RIM 3700 with C or better; 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 3950 - Live Concert Planning

3 credit hours

Prerequisite: Audio Production and RI majors; candidacy and RIM 3600. Hands-on course where students will learn the essentials of the live concert business through planning and executing a professional live concert. Students will engage in

artist booking, concert promotion, event production, ticketing, and more, as they work together to plan a successful concert event.

RIM 4000 - Recording Industry Internship: Business

1 to 6 credit hours Prerequisites: Admission to candidacy; 90 credit hours completed; RIM 3700 and three of the following sub-core courses must be completed: RIM 3720, RIM 3900, RIM 4320, or RIM 4620; approved internship application. Practical experience for advanced students in a professional recording industry setting. This course may be repeated for additional credit. No more than six hours toward the major are allowed for RIM 3580, 4000, and RIM 4010. Pass/Fail.

RIM 4005 - Recording Industry Internship: Songwriting

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

RIM 4010 - Audio Internship

1 to 6 credit hours Prerequisites: Recording Industry or Audio Production majors only; admission to candidacy; junior standing (60 hours); RIM 4100 and RIM 4330 or RIM 4400 with C or better; and an approved internship application. Training and practical experience for advanced students in a professional audio setting. This course may be repeated for additional credit. No more than six hours toward the major are allowed for RIM 3580, RIM 4000, and RIM 4010. Pass/Fail.

RIM 4020 - Advanced Commercial Songwriting

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

RIM 4025 - Songwriting Practicum

3 credit hours Prerequisite: B or higher in RIM 4020. Explores the development of songwriting "voice" through the practice of daily writing and co-writing; lectures from visiting pro/hit songwriters; peer, instructor, and pro guests' critiques of songs written; and practical/real world scenario assignments.

Recording of selected demos will occur in collaboration with Audio Production students and musicians from the American Federation of Musicians. Pass/Fail.

RIM 4030 - Performance Skills for Artists and Songwriters

3 credit hours Experiential workshop focusing on stage and studio performance skills. Topics include playing with a band or solo, stage presence, studio singing, stage movement, and connecting with an audience.

RIM 4100 - Audio Signals and Systems

3 credit hours Prerequisite: Audio Production or RI majors and admission to candidacy; others - permission of department. A thorough study of sound in acoustic and electronic forms, including wave behavior, transducers, and the design and operation of analog and digital systems for detecting, receiving, measuring, manipulating, transmitting, and reproducing sound.

RIM 4101 - Pro Tools 101+110 Certification

3 credit hours Prerequisites: RI majors - RIM 3300 with C or better; others - RIM 3300 or permission of instructor. A combination of lecture, seminar discussions, and hands-on exercises to develop proficiency using Avid's Pro Tools Digital Audio Workstation (DAW). Using content developed by Avid, students will explore topics and applications in music production, MIDI programming, and sound for picture.

RIM 4190 - Introduction to MIDI and Sound Synthesis

3 credit hours (Same as MUTH 4190.) Prerequisites: Audio Production or RI majors - admission to candidacy (Audio Production and Recording Industry) and RIM 3010, RIM 3300, and RIM 1230 or MUTH 1110 with grades of C (2.0) or better; others - RIM 3010, RIM 3300, and RIM 1230 or MUTH 1110 with grades of C (2.0) or better 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 4201 - ProTools 201+210 Certification

3 credit hours Prerequisites: RI majors - RIM 4101 with a C or better and successfully passed Pro Tools User Certification exam; others - RIM 4101 or permission of instructor. A combination of lecture, seminar discussions, and hands-on exercises to develop advanced proficiency using Avid's Pro Tools Digital Audio Workstation (DAW). Using content developed by Avid, students will explore advanced topics and applications in music production, MIDI programming, signal processing, and audio post-production.

RIM 4210 - Desktop Music Production

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

RIM 4290 - MIDI Based Music Production

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

RIM 4300 - Advanced Pro Tools Techniques

3 credit hours Prerequisites: Audio Production or RI majors; admission to candidacy; RIM 1230 or MUTH 1110 and RIM 3300 with C or better. A detailed examination of digital audio workstation (DAW) techniques used in a variety of production environments. Comprehensive in-depth instruction in the use of Pro Tools hardware and software with emphasis on file management, stereo and multitrack editing, tuning, use of plug-ins, and delivery formats. Lab exercises to develop hands-on competency; hands-on proficiencies to assess abilities. Laboratory required.

RIM 4320 - Concert Promotion and Touring

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

RIM 4321 - Advanced Concert Promotion

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

RIM 4330 - Sound Reinforcement

3 credit hours Prerequisite: Audio Production or RI major; admission to candidacy; RIM 4100 with C or better. Current technologies and techniques involved in modern sound reinforcement. Topics include club venue and large concert systems. Field work required.

RIM 4333 - Sound System Design and Optimization

3 credit hours Prerequisite: RIM 4330 with C or better. Focuses on the concepts and skills required to design, build, measure, and tune a large-format concert sound system. Topics include acoustic transmission, audio measurement tools and techniques, loudspeaker arrays, acoustic prediction software, coverage of performance venues, and the goals and processes for optimizing the system. Extensive demonstrations and hands-on practice with audio hardware and software provide real-world context for concepts presented in class. Individual participation in discussions and demonstrations expected.

RIM 4335 - Advanced Sound Reinforcement

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

RIM 4337 - Live Event Production

3 credit hours Prerequisite: RIM 4330 or permission of department. Reviews RIM 4330 theories and live event skills and competencies. Students will expand

audio production skill set, obtain additional live event experience, and develop event safety awareness.

RIM 4390 - Electronic Music and Controllerism

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

RIM 4400 - Recording Studio Techniques

3 credit hours Prerequisites: Audio Production or RI major; admission to candidacy; RIM 3300 with grade of C or better and previous or concurrent enrollment in RIM 4100; others - permission of department. Develops understanding of techniques and technology in modern multitrack recording and mixing. Extensive hands-on experience. Laboratory required.

RIM 4420 - Talent Agency Fundamentals

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

RIM 4430 - Bob Dylan and the Spirit of Creativity

3 credit hours Prerequisite: ENGL 1010. Explores Dylan's music and its impact on American folk music, American popular music, civil rights, protest movements, the 1960s counterculture, music publishing, pop culture mythology, and much more.

RIM 4431 - Recording Industry Professionalism

3 credit hours Prerequisite: Audio Production and RI majors - admission to candidacy. Designed to help students with the transition from being a college student to becoming a career professional.

RIM 4440 - Critical Listening

3 credit hours Prerequisites: RI majors - admission to candidacy; others - permission of instructor. Ear-training and aesthetics for recording engineers. Class activities involve listening and analysis of master tape and disc formats. Sources include a wide variety of

music genres as well as specialized technical ear-training materials. Development of a vocabulary for communication of aural impressions. Introduction to "high-end" audio.

RIM 4480 - Mastering

3 credit hours Prerequisites: RI majors - admission to candidacy and RIM 3300, RIM 4400, and RIM 4440 with grades of C or better; others - permission of instructor. An advanced hands-on approach to the principles and practices of mastering. Focuses on the use of digital audio workstations specially designed for audio mastering and related outboard equipment. Additional focus on surround mastering and DVD authoring. Laboratory required.

RIM 4490 - Broadcast Audio Technology and Methods

3 credit hours Prerequisite: Audio Production or Recording Industry major; admission to candidacy and RIM 4400 and RIM 4440 with grades of C or better. An applications-oriented course focused on the theory and practice of audio systems, methods, workflows, and evolving technologies used in professional broadcast environments, including studio-based and remotely integrated radio and television production.

RIM 4510 - Study Abroad

1 to 3 credit hours Prerequisite: Permission of department. Topics related to the recording industry in the country in course delivered. May be taken two times.

RIM 4550 - Hip-hop Music and Culture

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

RIM 4567 - Practices for the DIY Recording Artist

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

releasing a recording, independent distribution, and self-promotion. Three-hour lecture.

RIM 4570 - Film Sound Theory and Analysis

3 credit hours Prerequisites: ENGL 1010 and ENGL 1020 with C or better. Lecture-oriented class examines the use of sound design and music as creative tools in film. Discusses and explores the sound of various films through active critical listening. Students need to have quality headphones or a controlled listening environment to perform effective audio analysis.

RIM 4575 - Sound Effects Design for Picture

3 credit hours Prerequisite: RI majors and minors - RIM 3300 with C or higher; others - permission of instructor. Through lecture, demonstration, and hands-on projects, exposes students to approaches, techniques, and considerations when creating sound effects for different visual platforms such as TV, film, game, and Web. Discussions include sound effects: recording, spotting, and layering. Additional topics include sound design aesthetics, sub-categories of sound effects and session requirements. Hands-on class requires assignments to be outside of class. Laboratory required.

RIM 4580 - Sound for Picture

3 credit hours Prerequisites: Audio Production or RI majors - admission to candidacy; RIM 3300 and previous or concurrent enrollment in RIM 4300 or RIM 4400 or previous enrollment in VFP 1080 (all with grade of C). In-depth, interactive study of sound and its relationship to picture. Time code, synchronization, workflow, data interchange, sound recording and editing, ADR, Foley, routing structures, sound mixing, and delivery methods. Demonstrations and lab use digital audio workstations and controllers found in professional facilities. Laboratory required.

RIM 4585 - Advanced Sound for Picture

3 credit hours Prerequisite: Previous or concurrent enrollment in RIM 4400; RIM 4580 with C or better or permission of instructor. An in-depth, interactive study of sound mixing approaches for a variety of styles of programming across different media (TV, film, web). In addition to the aesthetic aspects of mixing, discussions will include required deliverables, audio level requirements, sound formats (stereo, surround), synchronization, addressing program timing changes, picture formats, target audience considerations, problem solving, technology, and more. A hands-on class which will require assignments to be completed

outside of class (as is the case with most-upper-level studio courses). Laboratory required.

RIM 4590 - MIDI Based Scoring for Visual Media

3 credit hours (Same as MUTH 4590.)

Prerequisite: RIM 4390 or MUTH 4290/RIM 4290 with C or better or permission of instructor. An advanced electronic music course where students learn advanced techniques with Logic Pro, specifically for scoring music to visual media, such as animations, trailers, documentaries, and film. Topics include the exploration of virtual instruments and MIDI orchestration in order to realize original scores in a variety of moods and styles. Laboratory required.

RIM 4600 - Mixing Techniques and Technologies

3 credit hours Prerequisite: RI majors - RIM 4300, RIM 4400 and RIM 4440 with grades of C or better 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 4615 - Introduction to Immersive Audio

3 credit hours Prerequisites: RIM 4101 or RIM 4300 and RIM 4400 and RIM 4440. Explores immersive audio, including the underlying concepts of sound production, transmission, and perception in 3D space. Involves readings, lectures with open discussion, and hands-on applications. Topics include aural spatial perception for humans, the history of spatial audio in music, binaural audio, ambisonics, mixing for immersive media, and developing interactive experiences using physics engines and audio middleware applications.

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 with C or better, computer literacy, and permission of instructor. Provides hands-on experiences in research in the recording industry. Involvement in group projects to

provide music and consumer research services to various clients in the industry. Workshop oriented.

RIM 4640 - Entertainment Branding

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

RIM 4650 - Multitrack Music Recording

3 credit hours Prerequisites: Audio Production and RI majors; admission to candidacy; RIM 1230 or MUTH 1110 and RIM 4400 with C or better; previous or concurrent enrollment in RIM 4440. In-depth study of the technology and techniques of contemporary multitrack music recording. Lectures and labs focus on modern recording techniques, the analog and digital audio hardware/software installed in MTSU recording studios, systemic aspects of recording studios, and preparation for professional work in the studio environment. Laboratory required.

RIM 4660 - Advanced Music Engineering

3 credit hours Prerequisites: RI majors - admission to candidacy and RIM 4650 with C or better; 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, RIM 4400, and RIM 4440 with C or better; 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 with C or better or permission of the instructor. Applied theory on promoting the services and products of the music industry via digital channels. Topics include market research, content strategy, creating digital assets, search engine marketing, online advertising, email marketing, mobile marketing, and using data and insights from analytics to optimize digital marketing efforts.

RIM 4700 - Entertainment Intellectual Property II

3 credit hours Prerequisites: RI majors- admission to candidacy and RIM 3700 with C or better; others RIM 3600 and RIM 3700. A highly experiential and entrepreneurial setting requiring significant research and hands-on negotiations outside the classroom. Focuses on each student's selection and execution of a major Recapture and Negotiation Agreement involving advanced copyright principles of recapture, as well as an extensive negotiation for the inventive and profitable exploitation of those recaptured rights with third party industry colleagues. Hands-on learning process of mastering intellectual property and contract specifics in an entertainment industry setting. Student will have significant personal discretion with respect to chosen content for the recapture and exploitation.

RIM 4714 - Immersive Mixing for Music and Picture

3 credit hours Prerequisite: RIM 4600 with a C or higher. Explores immersive mixing for linear media such as music and sound for picture through analysis and application. Course work includes readings, tutorials, lectures with open discussion, analysis, and hands-on application. Formats discussed may include Dolby Atmos, Sony 360 Reality Audio, and other current options.

RIM 4720 - Record Retail Operation

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

RIM 4730 - The A&R Function

3 credit hours Prerequisites: RI majors- completion of concentration sub-core. Role and responsibilities of

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

RIM 4740 - Independent Contracting: Pro Audio Freelance

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

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

3 credit hours Prerequisites: Concurrent with or subsequent to RIM 4000 or RIM 4010 with C or better. 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 with C or better. 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), and RIM 4100 with C (2.0) or better; or permission of instructor; others - permission of instructor. Audio electronics theory and practical applications to circuits presented. Topics include fundamental analog audio circuit principles, use of multimeters and oscilloscopes to perform audio measurements, passive cue system construction and trouble shooting, installation practices and techniques to minimize system noise.

Students build and test basic amplifier and filter circuits. Laboratory required.

RIM 4840 - Music Publishing Administration

3 credit hours Prerequisites: RIM 3600 or RIM 3900 with C or better or permission of instructor. Common relationships between music publishers and the community of the music industry as it relates to the licensing and protection of copyrighted materials.

RIM 4900 - Individual Problems in the Recording Industry

1 to 3 credit hours Prerequisites: RI majors - admission to candidacy, approved application, and permission of department. Advanced project in production or music business. Students submit applications to production and technology or music business faculty committees. Once approved, a determination is made as to credit to be awarded. Project is reviewed by a panel of three faculty members to determine grade. No more than three credits toward the major are allowed.

RIM 4910 - Topics in Audio Production

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

