CURRICULUM PLAN COLLEGE OF ARTS AND MEDIA

2019-2020

MY ADVISOR'S NAME IS:

MEDIA PRODUCTION RADIO/TELEVISION PROD. & MANAGEMENT REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRIT	ICAL THINKING				COI	RE 2:				
CODE	COURSE NAME		HRS	GRADE		CODE	COURSE NAME		HRS	GRADE
FYS 100	First Year Sem Crit Thinking	٠	3		-	ENG 101	Beginning Composition	•	3	
	Critical Thinking	٠	3			ENG 201	Advanced Composition	•	3	
	Critical Thinking	٠	3		-	CMM 103	Fund Speech-Communication	•	3	
							Core II Mathematics	٠	3	
Additiona	al University Requirements						Core II Natural/Physical Science	٠	4	
	Writing Intensive		3				Core II Humanities	•	3	
	Writing Intensive		3				Core II Social Science	•	3	
	International or Multicultural		3				Core II Fine Arts	•	3	
JMC 420	Capstone		3							

MAJOR REQUIREMENTS

All Media Production Majors are required to take the following courses:

CODE	COURSE NAME		HRS	GRADE		CODE	COURSE NAME		HRS	GRADE	
	Modern Language	٠	3		-	JMC 101	Media Literacy	•	3	>p	
	Modern Language	٠	3		-	JMC 102	Media Toolbox	•	3	of st	5
	Cultural (ANT 201, SOC 200 or GEO	٠	3			JMC 103	Language Use for Media	•	1	la	
	100)					JMC 241	Media Design	•	3		5
	Multicultural	٠	3			JMC 260	Digital Imaging for JMC	•	3		ì
	International (not JMC 436)	٠	3			JMC 345	Mass Comm. Law and Ethics	•	3		5
	History Elective	٠	3			JMC 361	Digital Presence	•	3		2
	Literature Elective	٠	3			JMC	Internship/Practicum	٠	3	of th	;
	Literature Elective	٠	3			470/490				JCP (5

AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis in Radio/Television Production and Management must take the following courses:

CODE	COURSE NAME		HRS	GRADE	CODE	COURSE NAME		HRS	GRADE
🜪 JMC 231	Introduction to Audio Production	٠	3		JMC 450	Issues in RTV (or JMC 455)	•	3	
JMC 272	Practice in Radio	٠	1			JMC 300/400 Elective	٠	3	
JMC 332	Introduction to Video Production	٠	3			JMC 300/400 Elective	٠	2	
	(or JMC 432)				ACC 215	Accounting Principles	٠	3	
JMC 380	AD/PR Continuity (or JMC 300)	٠	3		MKT 231	Principles of Selling	•	3	
JMC 390	Media Sales & Underwriting	٠	3			Non-JMC elective		3	
JMC 420	Electronic Media Management	• •	3			Non-JMC elective 300/400		3	
JMC 436	International Mass Comm.	۲	3			Non-JMC elective 300/400		2	

MAJOR INFORMATION

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 with a C or better OR by completing JMC 103 with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.
- Submit a complete internship application.
- Secure approval of the employment or other work.
- Get permission to enroll in JMC 490, 491 or 470.

 Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

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FOUR YEAR PLAN COLLEGE OF ARTS AND MEDIA 2019-2020 **MEDIA** PRODUCTION **RADIO/TELEVISION PROD. & MANAGEMENT**

Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia, video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into specializations. With an emphasis in Radio/Television Production and Management this major is for students who are interested in radio and television operations. Students learn production, programming, and sales and management

		CODE	COURSE NAME		HRS	GRADE		CODE	COURSE NAME		HRS	GRA
		FYS 100	First Year Sem Crit Thinking	•	3				Core II Mathematics	•	3	
		JMC 101	Media Literacy	•	3			JMC 102	Media Toolbox	•	3	
臼		JMC 103	Language Use for Media	•	1			5	Core I Critical Thinking	•	3	
ONE	-	CMM 103		•	3				Core I Critical Thinking	•	3	
		ENG 101	Beginning Composition	•	3				Core II Social Sciences	•	3	
YEAR		Literor	Core II Fine Arts	•	3							
Т		UNI 100	Freshman First Class		1							
		TOTAL HO			17			TOTAL HO	DURS		15	
	Sum	mer Term (op										
							_					
		CODE	FALL SEMESTER	-	LIDC	CRADE		CODE	SPRING SEMESTER	-	LIDC	CD
						GRADE		CODE	COURSE NAME			GRA
		JMC 380	AD/PR Continuity (or JMC 300)	•	3			JMC 231	Introduction to Audio	•	3	
\sim	ेर-र*	ENG 201	Advanced Composition		3			JMC 260	Digital Imaging for JMC	•	3	
TWO			Core II Humanities (WI)	•	3			JMC 332	Intro to Video Production	•	3	
Ĥ			Any Modern Language		3				Any Modern Language	•	3	
YEAR			Core II Physical/Natural Science		4				ANT 201 or SOC 200 or GEO 100 (M/I)	•	3	
YЕ												
		TOTAL HO	OURS		16			TOTAL HO	DURS		15	
	Sum	mer Term (op										
		-	FALL SEMESTER	-	-	_		-	SPRING SEMESTER		-	
		CODE	COURSE NAME			GRADE		CODE	COURSE NAME			GRA
		JMC 241	COURSE NAME Media Design	•	HRS 3	GRADE		CODE JMC 436	COURSE NAME International Mass Communication	•	3	GRA
E		JMC 241 JMC 272	COURSE NAME Media Design Practice in Radio	•	3 1	GRADE			COURSE NAME International Mass Communication History Elective	•	3 3	GRA
REE		JMC 241	COURSE NAME Media Design Practice in Radio Digital Presence	* • •	3	GRADE			COURSE NAME International Mass Communication History Elective Non-JMC elective		3	GRA
THREE		JMC 241 JMC 272 JMC 361 JMC 390	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting	* • •	3 1 3 3	GRADE			COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI)	•	3 3 3 3	GRA
R THREE		JMC 241 JMC 272 JMC 361	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles	• • • •	3 1 3 3 3	GRADE			COURSE NAME International Mass Communication History Elective Non-JMC elective	٠	3 3 3	GRA
AR		JMC 241 JMC 272 JMC 361 JMC 390	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting	• • • •	3 1 3 3	GRADE			COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI)	•	3 3 3 3	GRA
		JMC 241 JMC 272 JMC 361 JMC 390 ACC 215	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural	• • • •	3 1 3 3 3 3	GRADE		JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436)	•	3 3 3 3	GRA
AR		JMC 241 JMC 272 JMC 361 JMC 390 ACC 215	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural	• • • •	3 1 3 3 3	GRADE		JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436)	•	3 3 3 3 3	GRA
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AR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural	• • • • • • • •	3 1 3 3 3 3	GRADE		JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436)	•	3 3 3 3 3	GRA
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AR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS trional):	•	3 1 3 3 3 3 16			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) DURS commended summer between semesters 6 a SPRING SEMESTER	•	3 3 3 3 3 15 nours)	GRA
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YEAR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 ACC 215 TOTAL HC mer Term (op	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS EFALL SEMESTER COURSE NAME Electronic Media Mgt	•	3 3 3 3 16 HRS 3			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) COURS COURSENAME COURSE NAME Mass Commun. Law and Ethics	• • • • •	3 3 3 3 3 3 3 15 nours)	
YEAR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 ACC 215 TOTAL HC mer Term (op	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS STATES TOURS TEALL SEMESTER COURSE NAME Electronic Media Mgt JMC 450 or JMC 455	•	3 3 3 3 16 16			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) COURS COURS COURSENAME Mass Commun. Law and Ethics Principles of Selling	• • • • •	3 3 3 3 3 15 nours)	
FOUR YEAR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 ACC 215 TOTAL HC mer Term (op	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS STATES FALL SEMESTER Electronic Media Mgt JMC 450 or JMC 455 JMC 300/400 Elective	•	3 3 3 3 3 3 16 HRS 3 3 3 2			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) COURS COURS COURSENAME Mass Commun. Law and Ethics Principles of Selling JMC 300/400 Elective	• • • • •	3 3 3 3 3 3 3 4 5 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	
FOUR YEAR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 ACC 215 TOTAL HC mer Term (op	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS FALL SEMESTER FALL SEMESTER Electronic Media Mgt JMC 450 or JMC 455 JMC 300/400 Elective Literature Elective	•	3 3 3 3 3 16 HRS 3 3 3 2			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) COURS COURS COURSENAME Mass Commun. Law and Ethics Principles of Selling JMC 300/400 Elective	• • • • •	3 3 3 3 3 3 3 4 5 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	
YEAR	Sum	JMC 241 JMC 272 JMC 361 JMC 390 ACC 215 	COURSE NAME Media Design Practice in Radio Digital Presence Media Sales & Underwriting Accounting Principles Multicultural OURS TOURS TOURS DES DES DES DES DES DES DES DE	•	3 3 3 3 3 3 5 16 18 3 3 3 2 3 3 2 3 2			JMC 436	COURSE NAME International Mass Communication History Elective Non-JMC elective Literature Elective (WI) International (not JMC 436) COURS COURS COURSENAME Mass Commun. Law and Ethics Principles of Selling JMC 300/400 Elective	• • • • •	3 3 3 3 3 3 3 4 5 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	

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INVOLVEMENT OPPORTUNITIES

- WMUL FM 88.1
- Basksetball Friday Night in WV Broadcast
- The Parthenon
- National Broadcst Society
- Society of Professional Journalists
- SGA
- Campus Activity Board
- JMELI
- Club Sports
- Political Organizations
- Campus Activity Board
- Club Sports
- Political Organizations

RELATED MAJORS

- Economics
- Politicall Science
- Humanities
- Sports Management
- Marketing
- Communication Studies

GRADUATION REOUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher:
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- · Have transferred no more than 72 credit hours from an accredited West Virginia twoyear institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staving informed about and ensuring that they meet the requirements for graduation.

ADDITIONAL JMC **GRADUATION REQUIREMENTS**

- · Have an overall and Marshall Grade Point Average of 2.25 or higher;
- Have an overall Grade Point Average of 2.25 or higher in the major area of study;
- 48 credit hours in JMC
- 72 credit hours of non-JMC
- at least 42 hours of 300/400 level courses
- at least a "C" or better in all required JMC
- submit a graduation portfolio

MEDIA PRODUCTION- RADIO/TV MANAGEMENT – 2019-2020

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In order to graduate on time, you

need to take an average of 15

credits per semester. Are you on

track? Take 15 to Finish!

Take a pulse check. Know what

you need to do every year to keep

your grants, scholarships, or federal

financial aid.



Stay on the Herd Path and come

to class! Class attendance is more

important to your success than

vour high school GPA, vour class

standing, or your ACT/SAT scores.



already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam





Take an elective course that links diversity to your field of study.

> Join NBS and SPJ where you'll network with professionals, work on contest entries, and travel to conferences.

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.

Have you considered adding a minor?

Think about personal areas of interest

you'd like to explore or how you might

enhance your major with a related skill

set.

Submit your work for the NBS, SPJ,

Hearst, and other awards.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor



Attend an intercultural festival or event on campus or in town.



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.

Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

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YEAR THREE

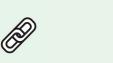
Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.

Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



who can serve as future references by attending their office hours.





Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.



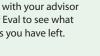


Networking is key! Attend a

Career Expo to seek employment

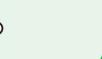
opportunities and network with

employers in your field.

















Submit your work for the NBS, SPJ,



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Consider applying for a year-long service opportunity after graduation like AmeriCorps, Peace Corps, Teach for America, City Year, or Literacy Lab.



Submit your work for the NBS, SPJ, Hearst, and other awards.



Collect the artifacts you'll need for your graduation portfolio.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Attention to Detail
- Decision Making
- Imagination
- Open-Mindedness
- Curiosity
- Problem Solving

ASSOCIATED CAREERS

- Programming
- Producing
- Promotion
- News Reporting
- News Producing
- Sportscasting
- Weather Forecasting
- Videography
- Anchoring
- Research
- Management
- Writing
- Sales and Marketing
- Copy Writing
- Digital Communication

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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