This program is designed not only to provide a foundation in basic media arts course work, but also to allow students to select an area of emphasis: photography, broadcasting, graphic arts, journalism, or television production.

### Required Major Courses (26 Credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Cr</th>
<th>Sem</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDC 100</td>
<td>Introduction to Broadcasting</td>
<td>3</td>
<td></td>
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<tr>
<td>GRA 101</td>
<td>Graphic Communications 1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>JRN 100</td>
<td>Introduction to Mass Communications</td>
<td>3</td>
<td></td>
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<tr>
<td>JRN 125</td>
<td>News Writing</td>
<td>3</td>
<td></td>
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<tr>
<td>MKT 100</td>
<td>Salesmanship OR</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MKT 110</td>
<td>Principles of Marketing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SPC 215</td>
<td>Public Speaking</td>
<td>3</td>
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</tr>
<tr>
<td>TVP 125</td>
<td>Television Production 1</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Independent Study/Internship ART (photography courses only), BDC, GRA, JRN, PHO or TVP 299 (3 Credits)

### Other Departmental Requirements (9 Credits)

Select an area of emphasis from one of the following prefixes: ART (photography courses only), BDC, GRA, JRN, PHO, or TVP