















# RADIO/TELEVISION PRODUCTION AND MANAGEMENT, EMPHASIS


 - General Education Course





 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

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 <https://www.marshall.edu/gened/>.

## Course Requirements

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
	Critical Thinking	3
	Critical Thinking	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 103 	Fund Speech-Communication	3
		
	Core II Mathematics	3
	Core II Natural/Physical Science	4
	Core II Humanities	3
	Core II Social Science	3
	Core II Fine Arts	3
<i>Additional University Requirements</i>		
	Writing Intensive	3
	Writing Intensive	3
	International or Multicultural	3
JMC 420 	Electronic Media Mgt (Capstone)	3
<b>Major Requirements</b>		
	Modern Language	3
	Modern Language	3
	Select one of the following Cultural courses:	3
ANT 201 	Cultural Anthropology (CT)	
SOC 200 	Introductory Sociology (CT)	
GEO 100 	Intro to Human Geography (CT)	
	Multicultural	3
	International <sup>1</sup>	3
	History Elective	3
	Literature Elective	3
	Literature Elective	3
JMC 101  	Media Literacy	3

JMC 102 	Media Toolbox	3
JMC 103	Language Use for Media	1
JMC 241	Media Design	3
JMC 260	Digital Imaging for JMC	3
JMC 345	Mass Comm Law and Ethics	3
JMC 361	Digital Presence	3
JMC 470/490	Professional Practicum (Internship)	1-4


<b>Area of Emphasis-Specific</b>		
JMC 231 	Intro to Audio Production	3
JMC 272	Practice in Radio	1
JMC 332	Intro to Video Production	3
or JMC 432	AD-PR Video Production	
JMC 380	AD-PR and Continuity Writing	3
or JMC 300	Reporting and News Writing	
JMC 390	Media Sales & Underwriting	3
JMC 420 	Electronic Media Mgt	3
JMC 436 	International Mass Comm	3
JMC 450	Contemp Issues Radio-TV	3
JMC Elective 300/400		3
JMC Elective 300/400		2
ACC 215 	Intro Financial Accounting(CT)	3
MKT 231	Principles of Selling	3
	Non-JMC elective	3
	Non-JMC elective 300/400	3
	Non-JMC elective 300/400	2

<sup>1</sup> Not JMC 436 International Mass Comm

## 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 Fund Jrn Writing & Edit with a C or better **or** by completing JMC 103 Language Use for Media 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 Jrn & Mass Comm Internship I, JMC 491 Jrn & Mass Comm Intern II or JMC 470 Professional Practicum.
  - Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.






 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.


## Semester Plan

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 techniques. Hands-on experiences are also available by working with student media, namely WMUL-FM and MU Report.

### First Year



First Semester		Credit Hours
FYS 100	First Yr Sem Critical Thinking	3
JMC 101	  Media Literacy	3
JMC 103	Language Use for Media	1
CMM 103	 Fund Speech-Communication	3
ENG 101	  Beginning Composition	3
Core II Fine Arts		3
UNI 100	Freshman First Class	1
<b>Credit Hours</b>		<b>17</b>

### Second Semester





Core II Mathematics		3
JMC 102	 Media Toolbox	3
Core I Critical Thinking		3
Core I Critical Thinking		3
Core II Social Sciences		3
<b>Credit Hours</b>		<b>15</b>

### Second Year

#### First Semester


JMC 380	AD-PR and Continuity Writing	3
ENG 201	  Advanced Composition	3
Writing Intensive		3
Any Modern Language		3
Core II Physical/Natural Science		4
<b>Credit Hours</b>		<b>16</b>

#### Second Semester


JMC 231	 Intro to Audio Production	3
JMC 260	Digital Imaging for JMC	3
JMC 332	Intro to Video Production	3
Any Modern Language		3
Select one of the following:		3
ANT 201	 Cultural Anthropology (CT) (M/I)	
SOC 200	 Introductory Sociology (CT) (M/I)	
GEO 100	 Intro to Human Geography (CT) (M/I)	
<b>Credit Hours</b>		<b>15</b>

### Third Year

#### First Semester


JMC 241	Media Design	3
JMC 272	Practice in Radio	1
JMC 361	Digital Presence	3
JMC 390	Media Sales & Underwriting	3
ACC 215	 Intro Financial Accounting(CT)	3
Multicultural		3
<b>Credit Hours</b>		<b>16</b>

#### Second Semester

JMC 436	 International Mass Comm	3
History Elective		3
Non-JMC elective		3
Literature Elective (WI)		3
International <sup>1</sup>		3
<b>Credit Hours</b>		<b>15</b>

### Fourth Year

#### First Semester

JMC 420	 Electronic Media Mgt	3
JMC 450	Contemp Issues Radio-TV	3
	or JMC 455 or Race Gender & Mass Media	
JMC Elective 300/400		2
Literature Elective		3
JMC 490	Jrn & Mass Comm Internship I (if not taken during summer) <sup>2</sup>	3
<b>Credit Hours</b>		<b>14</b>

#### Second Semester

JMC 345	Mass Comm Law and Ethics	3
MKT 231	Principles of Selling	3
JMC Elective 300/400		3
Non-JMC elective		2
<b>Credit Hours</b>		<b>11</b>
<b>Total Credit Hours</b>		<b>119</b>

<sup>1</sup> Not JMC 436 International Mass Comm

<sup>2</sup> JMC 490 Jrn & Mass Comm Internship I recommended summer between semesters 6 & 7 (3 hours).