

Strategic, Legal and Management Communication – Media Management Sequence (B.A.)

Within the Management Communication major, the Media Management track focuses on developing effective business savvy, organizational knowledge and communication skills used in managing organizations. Courses focus on management and leadership issues in media enterprises. Student opportunities include the National Association of Broadcasters Education Foundation's Media Sales Institute and more.

IMPORTANT: Unless otherwise arranged, SOC-required courses should be taken within the year designated.

Freshman Year First Semester

Item #	Title	Credits
SCOM 102	Intro Comm Prof. Dev	1
SCOM 120	Digital Media Literacy	3
	ENGW 101/102/104	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Social Science Elective	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Sub-Total Credits	16

Freshman Year Second Semester

Item #	Title	Credits
SCOM 130	Ethical Issues in Comm.	3
SLMC 101	Principles of Speech	3
	ENGW 103/105	3
	Health Education Requirement (Options: Courses under subject code HHPL)	1
	Philosophy Elective	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Sub-Total Credits	16

Sophomore Year First Semester

Item #	Title	Credits
	SLMC 202 or MJFC 101	3
SLMC 203	Principles of Persuasion	3
SLMC 250	Intro to Leadership and Management Comm	3
ECON 001	Principles of Economics I	3
	Math Requirement	3
	Health Education Requirement (Options: Courses under subject code HHPL)	1
	Sub-Total Credits	16

Sophomore Year Second Semester

Item #	Title	Credits
SLMC 241	Communication Policy	3
SLMC 210	Intro to Strategic Communication	3
ECON 002	Principles of Economics II	3
	Social Science Elective	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Sub-Total Credits	15

Junior Year First Semester

Item #	Title	Credits
	Communication Elective	3
SLMC 321	Advertising Sales	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Sub-Total Credits	15

Junior Year Second Semester

Item #	Title	Credits
SLMC 343	Programming	3
SLMC 301	Intercultural/International Communication	3
	African Diasporic Cluster	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	Sub-Total Credits	15

Senior Year First Semester

Item #	Title	Credits
SLMC 490	Communication Research Methods	3
SLMC 441	Broadcast Management	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	Communication Elective	1
	Sub-Total Credits	13

Senior Year Second Semester

Item #	Title	Credits
SLMC 492	Capstone Senior Research Project	3
	General Elective (Options: To be determined in consultation with 3 advisor) (3)	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	General Elective (Options: To be determined in consultation with 3 advisor)	3
	Sub-Total Credits	14
	Total credits:	120

Category Descriptions

ENGW 101/102/104

Choose between ENGW 101, ENGW 102, OR ENGW 104

General Elective (Options: To be determined in consultation with advisor)

Social Science Elective

World Language and Culture Requirement (Options: See Elective Group Descriptions)

Foreign Language - Amharic*	3
Foreign Language - Arabic*	3
Foreign Language - Chinese*	3
Foreign Language - French*	3
Foreign Language - German	3
Foreign Language - Haitian Creole* (Options: Courses under code HACR)	3
Foreign Language - Spanish*	3
Foreign Language - Swahili*	3
Foreign Language - Wolof*	3

ENGW 103/105

Health Education Requirement (Options: Courses under subject code HHPL)

Philosophy Elective

May take PHIL 051, 053, or 055.

PHIL 051	Principles of Reasoning	3
PHIL 055/057	Intro to Philosophy	3

SLMC 202 or MJFC 101

Choose between SLMC 202 - Intro to Comm. Theory (Online) (3crs) and MJFC 101 - Intro to Mass Communications (3crs).

Math Requirement

Communication Elective

African Diasporic Cluster

African Studies Elective (Options: Courses under subject code AFST)	3
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Communication Elective

General Elective (Options: To be determined in consultation with advisor) (3)