

Curriculum Guide for the
DEPARTMENT OF COMMUNICATION STUDIES (120 credits to graduate)
MANAGEMENT COMM. CONCENTRATION – MEDIA MANAGEMENT SEQUENCE
***The Minor must be in Business or Economics**

Freshman Year: Fall Semester	16 cr. hrs	Credit Hours	Pre-Requisites for Media Management
SCOM 102 Intro: Comm. Professional Dev		1 cr. hr.	None
SCOM 120 Digital Media Literacy		3 cr. hrs.	None
ENGW First Year Writing Semester 1		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
Freshman Year: Spring Semester	16 cr. hrs.		
SCOM 130 Ethical Issues in Comm.		3 cr. hrs.	None
COMM 101 Principles of Speech		3 cr. hrs.	None
ENGW First Year Writing Semester 2		3 cr. hrs.	None
HHPL PE/Health Education Elective		1 cr. hrs.	None
PHIL 055 Intro to Philosophy		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	
Sophomore Year: Fall Semester	16 cr. hrs.		
MJFC 101 Intro to Mass Communication OR			
COMM 202 Communication Theory		3 cr. hrs.	None
COMM 203 Principles of Persuasion		3 cr. hrs.	None
COMM 250 Intro to Lead. & Mgmt Comm.		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
MATH Math elective (005 or higher)		3 cr. hrs.	None
HHPL PE/Health Ed Elective		1 cr. hrs.	None
Sophomore Year: Spring Semester	15 cr. hrs.		
COMM 241 Communication Policy		3 cr. hrs.	None
COMM 210 Intro to Strategic Comm		3 cr. hrs.	Sophomore Standing
ECON 002 Economics		3 cr. hrs.	None
Social Science Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall			
Junior Year: Fall Semester	15 cr. hrs.		
COMM/ MJ FC Comm Elective		3 cr. hrs.	None
COMM 321 Advertising Sales		3 cr. hrs.	COMM 210 Intro to Strategic Communications
General Elective		3 cr. hrs.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Can take Spring or Fall			
Junior Year: Spring Semester	15 cr. hrs.		
COMM 343 Programming		3 cr. hrs.	MJFC 101 Intro to Mass Comm or COMM 202 Comm. Theory
COMM 301 Intercul./International Comm.		3 cr. hrs.	
African American Elective		3 cr. hrs.	
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
Senior Year: Fall Semester	13 cr. hrs.		
COMM 490 Communication Research Methods		3 cr. hrs.	
COMM 441 Broadcast Management		3 cr. hrs.	MJFC 101 Intro to Mass Comm. OR COMM 202 Comm. Theory
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
COMM/MJFC Communicative Elective		1 cr. hr.	None
Senior Year: Spring Semester	13 cr. hrs.		
COMM 404 Practicum-Internship: MM		1 cr. hrs.	COMM 321 Advertising Sales or COMM 343 Programming
COMM 492 Capstone: Sr. Research Project		3 cr. hrs.	COMM 490 Comm Research Methods (cannot be taken simultaneously with COMM 492)
COMM/MJFC 325 Co-Curricular		1 cr. hr.	None
General Elective		3 cr. hrs.	None
*Minor Requirement		3 cr. hrs.	None
*Minor Requirement		3 cr. hr.	None

IMPORTANT: Unless otherwise arranged, CHSOC required courses should be taken within the Year designated (i.e., junior year, senior year, etc.). Electives and Minor courses may be taken as available.

Adherence to this scheme by non-communication majors does not influence the student's chance of admission to the Cathy Hughes School of Communications and does not presuppose acceptance. See Academic Advisors for further information. **NOTE:** COMM 490 AND COMM 492 cannot be taken simultaneously.

****NOTE:** All COMM Minor and ENGW classes require a grade of C or better. All Minors and General Electives must be taken outside of the Cathy Hughes School of Communications

STUDENTS WHO HAVE ENROLLED IN A COURSE WITHOUT THE PROPER PREREQUISITE(S) CAN BE ADMINISTRATIVELY WITHDRAWN FROM THE COURSE.

Overview of School of Communication Credits: Media Management Requirements
Total 46 CHSOC Credits

SCHOOL OF COMMUNICATIONS CORE REQUIREMENTS (Total credits = 7 credits)

- Intro: Comm. Professional Development - (1 credits)
- Digital Media Literacy - (3 credits)
- Ethical Issues in Communication - (3 credits)

DEPARTMENTAL CORE REQUIREMENTS (Total credits = 13 credits)

- Principles of Persuasion - (3 credits)
- International/Intercultural Communication - (3 credits)
- Intro to Mass Communications or Communication Theory – (3 credits)
- Internship - (1 credit)
- Capstone: Senior Research project (3 credits)

MANAGEMENT COMMUNICATION CORE REQUIREMENTS (Total credits = 9 credits)

- Introduction to Leadership & Management Communications - (3 credits)
- Research Methodology - (3 credits)
- Introduction to Strategic Communications – (3 credits)

MEDIA MANAGEMENT SEQUENCE REQUIREMENTS (Total 17 credits)

- Communication Policy - (3 credits)
- Advertising Sales - (3 credits)
- Race, Gender, and Media - (3 credits) or Communication Elective – (3 credits)
- Programming - (3 credits)
- Broadcast Management – (3 credits)
- Communication Entrepreneurship – (1 credit)
- COMM Co-Curricular – (1 credit)

****GENERAL ELECTIVES REQUIREMENTS (Total 18 credits)**

- For Management Concentration students to expand their understanding of individuals, society, and social and cultural issues, we suggest General Electives from disciplines such as Psychology, Sociology, English, Political Science, Criminology, Art and African Studies.