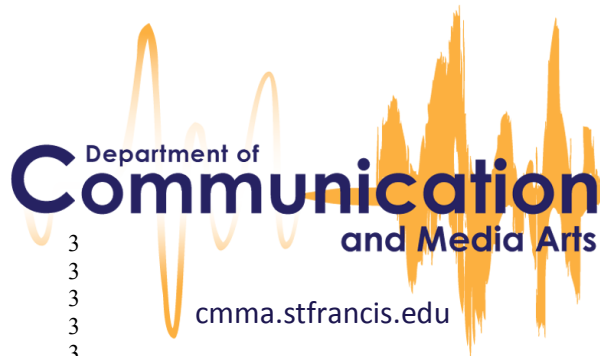


## CMMA MAJOR PROGRAM

1. CMMA Common Core (36 hrs)
2. CMMA Media Management courses (6 hrs)
3. CMMA Concentrations (24-25 hrs.)



### 1. Core Courses (Totaling 12 courses = 36 hours total)

|   |   |
|---|---|
| CMMA 101 Concepts of Communication                  | 3 |
| CMMA 103 Introduction to Communication & Media Arts | 3 |
| CMMA 122 Digital Photography                        | 3 |
| CMMA 201 Principles of Public Relations             | 3 |
| CMMA 213 Writing Across the Media I                 | 3 |
| CMMA 235 Radio I                                    | 3 |
| CMMA 237 Video I                                    | 3 |
| CMMA 251 Multimedia Arts I                          | 3 |
| CMMA 318 Web Page Design                            | 3 |
| CMMA 335 Web Platforms & Publishing                 | 3 |
| CMMA 465 Media Law and Ethics                       | 3 |
| (Formerly CMMA 460 Ethics & CMMA 470 Law)           |   |
| CMMA 485 Communication and Media Arts Portfolio     | 3 |

### 2. Media Management Courses (Totaling 2 courses = 6 hours)

*All CMMA Majors must also take two different management classes supporting their specialization (as per agreement with their CMMA advisor)*

|                                       |   |
|---------------------------------------|---|
| CMMA 412 Radio Management             | 3 |
| CMMA 413 Television Management        | 3 |
| CMMA 414 News Organization Management | 3 |
| CMMA 415 Media Arts Management        | 3 |

### 3. Concentrations (Students should choose 2 concentrations for 24-25 hrs.)

#### Advertising & Marketing

|   |   |
|---|---|
| CMMA 293 Applied Public Relations Techniques    | 3 |
| CMMA 475 Nonprofit Advertising & Communication* | 3 |
| MKTG 175 Principles of Marketing                | 3 |
| MKTG 275 Advertising and Promotion              | 3 |

#### Audio

|  |   |
|--|---|
| CMMA 236 Radio II                              | 3 |
| CMMA 135 Announcing & Performance              | 3 |
| (fka: Broadcast Announcing)                    |   |
| DARA (MUSC) 191 Digital Audio Recording Arts I | 3 |
| DARA (MUSC) 193 Live Sound Recording           | 3 |

#### Visual Communication

|                                  |   |
|----------------------------------|---|
| CMMA 351 Multimedia Arts II*     | 3 |
| CMMA 451 Multimedia Arts Seminar | 3 |
| ARTD 151 Introduction to Drawing | 3 |
| ARTD 209 Typography I            | 3 |

#### Data Visualization Information Design

|   |   |
|---|---|
| CMMA 351 Multimedia Arts II*                                | 3 |
| CMMA 445 Data Illustration                                  | 3 |
| (fka: Digital Illustration)                                 |   |
| MATH 175 Statistics   | 4 |
| BSAD 277 Business Research                                  | 3 |
| (prereq. MKTG 175 waived for CMMA majors as per COBHA Dean) |   |

#### Media Studies (Graduate School Prep.)

|   |   |
|---|---|
| CMMA 100 Media Literacy                       | 3 |
| CMMA 303 Gender & Communication Seminar       | 3 |
| CMMA 403 Myth & Communication/Media Arts Sem. | 3 |
| ENGL 400 Critical Theory                      | 3 |
| (or Approved Critical Theory Course)          |   |

#### Motion Graphics and FX

|   |   |
|---|---|
| CMMA 340 Video II*                                | 3 |
| (fka: CMMA 239 - Video Production Studio & Field) |   |
| CMMA 325 2D Animation                             | 3 |
| CMMA 330 Special Effects and Animation            | 3 |
| ARTD 311 Digital Art                              | 3 |

#### Photojournalism

|                                       |   |
|---------------------------------------|---|
| 3                                     |   |
| CMMA 222 Digital Photography Editing  | 3 |
| CMMA 313 Writing Across the Media III | 3 |
| ARTD 316 Studio Lighting              | 3 |
| ARTD 317 Documentary Photography      | 3 |

#### Journalism & Public Communication

|  |   |
|--|---|
| CMMA 214 Writing Across the Media II               | 3 |
| CMMA 301 Public Relations Case Studies & Practices | 3 |
| CMMA 313 Writing Across the Media III              | 3 |
| CMMA 475 Nonprofit Advertising & Communication*    | 3 |

#### Video

|  |   |
|--|---|
| CMMA 340 Video II *                              | 3 |
| (fka: CMMA 239 Video Production, Studio & Field) |   |
| CMMA 337 Video Editing *                         | 3 |
| CMMA 338 Documentary                             | 3 |
| (fka: Electronic Field Production)               |   |
| ARTD 360 (WI) Film and Photo Visual Culture      | 3 |

#### Web Design

|   |   |
|---|---|
| CMMA 325 2D Animation                                     | 3 |
| CMMA 337 Video Editing*                                   | 3 |
| COMP 135 Introduction to Information Technology           | 3 |
| COMP 241 Web Programming Languages                        | 3 |
| (Note: Requires COMP I as gen. ed. math-sci. requirement) |   |

Qualified CMMA majors are strongly encouraged to take internship hours

|                     |      |
|---------------------|------|
| CMMA 498 Internship | 3-15 |
|---------------------|------|

*\*If a student's choice of concentrations requires the same course in each concentration the student, with his/her advisor's guidance and consent, should choose an alternative course.*