

## **Department of Communication**

## **COLLEGE OF INFORMATICS**COMPUTATION = INFORMATION = COMMUNICATION

**Electronic Media & Broadcasting Major** 

For Students Following the: 2010-2011 Catalog

Name:		
Student ID:		
Catalog Year:		

	CORE COURSE	S (24 Hours)			
	Course	Pre-req	Credits	Term	Grade
EMB 100	Media Literacy				
EMB 110	Introduction to Mass Media				
EMB 140	Introduction to Media Aesthetics				
EMB 260	Writing for the Media				
OR		ENG 291			
EMB 265	Broadcast News Writing				
EMB 396	Internship	2.75 GPA			
OR					
EMB 397	Projects	Instructor Permission			

OFFICE USE ONLY
Approved
Exceptions

	CONCEPTUAL STUDIES (6	Hours) - Choose T	wo		
	Course	Pre-req	Credits	Term	Grade
CMST 220	Interpersonal Communication	CMST 101 or 110			
CMST 303	Organizational Communication	CMST 101 or 110			
CMST 430	Communication Theories	CMST 101 or 110			
EMB 400	Media Criticism	EMB 110 & Junior Standing			
PSY 304	Consumer Psychology	PSY 100			

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	PRACTICAL (6 Hour	s) - Choose Two			
	Course	Pre-req	Credits	Term	Grade
EMB 210	Introduction to Video: Single Camera Production	EMB 140 ( <u>&gt;</u> C)			
EMB 215	Introduction to Audio Production	EMB 140 ( <u>&gt;</u> C)			
EMB 230	Broadcast Announcing	EMB 215			
EMB 305	Multiple Camera Production	EMB 210			
MIN 240	Introduction to 2D Design	EMB 140 or INF 186 (pre req or co req)			

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Students will select ONE of the following specialization tracks to fulfill their major requirements.

	BROADCAST JOURNAL	ISM TRACK (21 Hour	s)		
	Course	Pre-req	Credits	Term	Grade
JOU 220	Newswriting I	ENG 101			
JOU 230	Newswriting II	JOU 220			
JOU 385/485	Mass Communication Law	JOU 110 or Junior Standing			
JOU 440	Media Ethics	EMB 100 or JOU 110 or Junior Standing			

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EMB 361	Advanced Newswriting	EMB 265					
ELECTIVE	EMB or JOU 300-400 Level Elective						
ELECTIVE	EMB or JOU 300-400 Level Elective						
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	ELECTRONIC MEDIA	TRACK (21 Hours)				OF	FICE USE ON
	Course	Pre-req	Credits	Term	Grade		Approved Exceptions
Select TWO	of the Following (6 Hours)		0.000		1 0.0.0	1 1	_жеершене
EMB 307	Media Programming	EMB 110					
EMB 313	Media Sales, Advertising, & Promotion	Junior Standing					
EMB 460	Media Management						
JOU 385/485	Mass Communication Law	JOU 110 or Junior Standing					
JOU 440	Media Ethics	EMB 100 or JOU 110 or Junior Standing					
AND All of t	he Following (15 Hours)				•		
ELECTIVE	EMB, POP, or MIN 300-400 Level Elective						
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ELECTIVE	EMB, POP, or MIN 300-400 Level Elective						
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ELECTIVE	Any College of Informatics Elective - may include EMB  Date of most recent check / update:  REQUIREMENTS FOR SU	PA required	]	Major	GPA		GPA Met?
ELECTIVE	Any College of Informatics Elective - may include EMB  Date of most recent check / update:  REQUIREMENTS FOR SU ade of C or higher or a 2.5 minimum major G  Current NKU Secondary Area of Study:  Please note: A full minor is recent	PA required  Juired for the EMB major.	A focus will	Major	GPA		GPA Met?
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