

# MEDIA PRODUCTION RADIO/TELEVISION PROD. & MANAGEMENT

## REQUIREMENTS

**CORE CURRICULUM** 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 [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	
	Critical Thinking	3	
	Critical Thinking	3	

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
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	
JMC 101	Core II Humanities	3	
	Core II Social Science	3	
	Core II Fine Arts	3	

### Additional University Requirements

	Writing Intensive	3	
	Writing Intensive	3	
	International or Multicultural	3	
JMC 420	Capstone	3	

## MAJOR REQUIREMENTS

All Media Production Majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	Modern Language	3		JMC 101	Media Literacy	3	
	Modern Language	3		JMC 102	Media Toolbox	3	
	Cultural (ANT 201, SOC 200 or GEO 100)	3		JMC 103	Language Use for Media	1	
	Multicultural	3		JMC 241	Media Design	3	
	International (not JMC 436)	3		JMC 260	Digital Imaging for JMC	3	
	History Elective	3		JMC 345	Mass Comm. Law and Ethics	3	
	Literature Elective	3		JMC 361	Digital Presence	3	
	Literature Elective	3		JMC	Internship/Practicum	1-4	
				470/490			

## AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis in Radio/Television Production and Management must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 231	Introduction to Audio Production	3		JMC 450	Issues in RTV (or JMC 455)	3	
JMC 272	Practice in Radio	1			JMC 300/400 Elective	3	
JMC 332	Introduction to Video Production (or JMC 432)	3			JMC 300/400 Elective	2	
JMC 380	AD/PR Continuity (or JMC 300)	3		ACC 215	Accounting Principles	3	
JMC 390	Media Sales & Underwriting	3		MKT 231	Principles of Selling	3	
JMC 420	Electronic Media Management	3			Non-JMC elective	3	
JMC 436	International Mass Comm.	3			Non-JMC elective 300/400	3	
					Non-JMC elective 300/400	2	

## 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 with a C or better OR by completing JMC 103 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, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

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

# MEDIA PRODUCTION RADIO/TELEVISION PROD. & MANAGEMENT

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.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3			Core II Mathematics	3	
	JMC 101	Media Literacy	3		JMC 102	Media Toolbox	3	
	JMC 103	Language Use for Media	1			Core I Critical Thinking	3	
	CMM 103	Fundamentals of Speech	3			Core I Critical Thinking	3	
	ENG 101	Beginning Composition	3			Core II Social Sciences	3	
		Core II Fine Arts	3					
	UNI 100	Freshman First Class	1					
	<b>TOTAL HOURS</b>		<b>17</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 380	AD/PR Continuity (or JMC 300)	3		JMC 231	Introduction to Audio	3	
	ENG 201	Advanced Composition	3		JMC 260	Digital Imaging for JMC	3	
		Writing Intensive	3		JMC 332	Intro to Video Production	3	
		Any Modern Language	3			Any Modern Language	3	
		Core II Physical/Natural Science	4			ANT 201 or SOC 200 or GEO 100 (M/I)	3	
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 241	Media Design	3		JMC 436	International Mass Communication	3	
	JMC 272	Practice in Radio	1			History Elective	3	
	JMC 361	Digital Presence	3			Non-JMC elective	3	
	JMC 390	Media Sales & Underwriting	3			Literature Elective (WI)	3	
	ACC 215	Accounting Principles	3			International (not JMC 436)	3	
		Multicultural	3					
	<b>TOTAL HOURS</b>		<b>16</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional): JMC 490 recommended summer between semesters 6 & 7 (3 hours)							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 420	Electronic Media Mgt	3		JMC 345	Mass Commun. Law and Ethics	3	
		JMC 450 or JMC 455	3		MKT 231	Principles of Selling	3	
		JMC 300/400 Elective	2			JMC 300/400 Elective	3	
		Literature Elective	3			Non-JMC elective 300/400	3	
	JMC490	Internship/Practicum (if not taken during summer)	3					
	<b>TOTAL HOURS</b>		<b>14</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

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

● General Education Requirement ■ College Requirement ◆ Major Requirement ◆ Area of Emphasis

# MEDIA PRODUCTION- RADIO/TV MANAGEMENT – 2022-2023

## INVOLVEMENT OPPORTUNITIES

- WMUL FM 88.1
- Basketball Friday Night in WV Broadcast
- The Parthenon
- National Broadcast Society
- Society of Professional Journalists
- SGA
- Campus Activity Board
- JMELI
- Club Sports
- Political Organizations
- Campus Activity Board
- Club Sports
- Political Organizations

## RELATED MAJORS

- Economics
- Political Science
- Humanities
- Sports Management
- Marketing
- Communication Studies

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

## ADDITIONAL JMC GRADUATION REQUIREMENTS

- Have an overall and Marshall Grade Point Average of 2.25 or higher;
- Have an overall Grade Point Average of 2.25 or higher in the major area of study;
- 48 credit hours in JMC
- 72 credit hours of non-JMC
- at least 42 hours of 300/400 level courses
- at least a "C" or better in all required JMC
- submit a graduation portfolio

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.



Join NBS and SPJ where you'll network with professionals, work on contest entries, and travel to conferences.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Submit your work for the NBS, SPJ, Hearst, and other awards.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Your degree requires an internship. Start planning now! Meet with your advisor to discuss your internship options.



Consider applying for a year-long service opportunity after graduation like AmeriCorps, Peace Corps, Teach for America, City Year, or Literacy Lab.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.



Attend an intercultural festival or event on campus or in town.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Submit your work for the NBS, SPJ, Hearst, and other awards.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



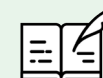
Submit your work for the NBS, SPJ, Hearst, and other awards.



Develop relationships with professors who can serve as future references by attending their office hours.



Collect the artifacts you'll need for your graduation portfolio.



Study for the GRE.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Writing
- Attention to Detail
- Decision Making
- Imagination
- Open-Mindedness
- Curiosity
- Problem Solving

## ASSOCIATED CAREERS

- Programming
- Producing
- Promotion
- News Reporting
- News Producing
- Sportscasting
- Weather Forecasting
- Videography
- Anchoring
- Research
- Management
- Writing
- Sales and Marketing
- Copy Writing
- Digital Communication

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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