### Media, Culture, and Technology (B.A.) with Media Management and Research Concentration

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| **Major Requirements** | **Credits** |
| [[COMM 105]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=105) Fundamentals of Oral Communication | 3 |
| [[COMM 107]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=107) Introduction to Communication Seminar | 1 |
| [[COMM 218]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=218) Mass Media and Society | 3 |
| *Three credits from the following:*  [[COMM 241]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=241) Small Group Communication (3)  [[COMM 313]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=313) Relational Communication (3)  [[COMM 342]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=342) Intercultural Communication (3)  [[COMM 354]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=354) Interpersonal Conflict (3) | 3 |
| [[COMM 247]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=247) Writing for Mass Media*\** | 3 |
| [[COMM 325]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=325) Audio/Video Newsgathering | 3 |
| [[COMM 330]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=330) Multimedia Storytelling | 3 |
| [[COMM 341]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=341) Communication Theory | 3 |
| [[COMM 365]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=365) Media Law and Ethics | 3 |
| [[COMM 493]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=493) Communication Senior Seminar | 3 |
| *Six credits from the following\*\*:*  [[COMM 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=391) Communication Practicum (1-3)  [[COMM 392]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=392), [[COMM 492]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=492) Student Media Lab (1-3)  [[INTE 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=391) Internship (1-3)  [[INTE 394]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=394) Internship (4-12)  *\*\*all credits must be taken for a letter grade; at least 3 credits must be off campus* | 6 |
| **Media Management and Research Concentration** |  |
| [[COMM 315]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=315) Media Management | 3 |
| *Nine credits from the following; at least one 300/400 level course and at least two in COMM:*  [[COMM 205]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=205) Principles of Public Relations (3) [[COMM 211]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=211) Media in Everyday Life (3) [[COMM 223]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=223) Introduction to Radio (3) [[COMM 282]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=282) Topics in Media Studies: 21st Century New Media (3) [[COMM 333]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=333) Business and Organizational Communication (3)  [[COMM 310]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=310) Fundraising (3) [[BUSA 120]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=BUSA&course=120) Principles of Management (3) [[BUSA 305]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=BUSA&course=305) Writing for Business (3) [[MRKT 357]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=357) Personal Selling (3)\*\*\*  [[MRKT 339]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=339) Market Research (3)\*\*\*  [[MRKT 360]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=360) Marketing Topics (3)\*\*\*  [[MRKT 362]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=362) Social Media Marketing (3)\*\*\* | 9 |

\*Fulfills Writing Enriched course requirement for Major.

\*\*\*Elective course that requires prerequisite coursework.

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| **General Education requirements** |  |
| First Year Seminar | 3 |
| Oral Communication (COMM 105) | met/major |
| Created and Called for Community (W) | 3 |
| Mathematical Sciences | 3 or 4 |
| Laboratory Science | 3 or 4 |
| Science, Technology & the World | 3 |
| ***Two*** *of the following (six credits total):*  Social Science  European History  United States History | 6 |
| Literature | 3 |
| Philosophy and Religion | 3 |
| Arts | 3 |
| First Semester of Language | 3 |
| Second Semester of Language | 3 |
| Third Semester of Language/Cross Cultural | 3 |
| Non-Western Studies | 2 or 3 |
| Bible | 3 |
| Christian Beliefs | 3 |
| Introduction to Wellness | 2 |
| Activity Course | 1 |
| ***One*** *of the following:* Ethics, World Views, or Pluralism | 3 |
| General Education requirements | 53-56 |
| Major requirements (inclusive of concentration) | 46 |
| Concentration requirements | 12 |
| Free Electives | 21-24 |
| **Total** | 123 |