

EMB MAJOR CHECKLIST

Core Courses: 15 hours

- _____ EMB/JOU 100 Media Literacy
- _____ EMB/JOU 110 Introduction to Mass Media
- _____ EMB 140 Intro to Media Aesthetics
- _____ EMB 260/265 Basic Media Writing/Newswriting
- _____ EMB 396/397 Internship or Practicum

Electronic Media Track: 33 hours

Conceptual/Studies (Choose 2)

- _____ EMB 400 Media Criticism
- _____ EMB/SPE 430 Communication Theories
- _____ SPE 220 Interpersonal Communication
- _____ SPE 303 Organizational Communication
- _____ PSY 304 Consumer Psychology

Practical (Choose 2)

- _____ EMB 210 Single Camera Production
- _____ EMB 215 Audio Production
- _____ EMB 305 Multiple Camera Production
- _____ EMB 230 Broadcast Announcing
- _____ MIN 240 Integrated Media Production

Business/Law/Ethics (Choose 2)

- _____ EMB 307 Media Programming
- _____ EMB 313 Media Sales, Advertising & Promotion
- _____ EMB 460 Project Management
- _____ JOU 385 Law of Mass Media
- _____ JOU 440 Ethics and the Media

Elective Requirements (15 Hours total)

- 9 Hours upper division electives from Electronic Media & Broadcasting, Pop Culture or Media Informatics
 - 6 Hours additional electives from any discipline in the College of Informatics (may include EMB courses)
- _____
- _____
- _____
- _____

Broadcast Journalism Track: 33 hours

Conceptual/Studies (Choose 2)

- _____ EMB 400 Media Criticism
- _____ EMB/SPE 430 Communication Theories
- _____ SPE 220 Interpersonal Communication
- _____ SPE 303 Organizational Communication
- _____ PSY 304 Consumer Psychology

Practical (Choose 2)

- _____ EMB 210 Single Camera Production
- _____ EMB 215 Audio Production
- _____ EMB 305 Multiple Camera Production
- _____ EMB 230 Broadcast Announcing
- _____ MIN 240 Integrated Media Production

Writing (All 3 required)

- _____ EMB 361 Advanced Newswriting
- _____ JOU 130 Newswriting 1
- _____ JOU 230 Newswriting 2

Law and Ethics (Both required)

- _____ JOU 385 Law of Mass Media
- _____ JOU 440 Ethics and the Media

Elective Requirements (6 Hours total)

- 6 Hours upper division electives from Electronic Media & Broadcasting or Journalism
- _____
- _____

EMB Minor Checklist

- _____ EMB/JOU 100 Media Literacy
- _____ EMB/JOU 110 Intro to Mass Media
- _____ EMB 140 Intro to Media Aesthetics
- _____ EMB 260/265 Basic Media Writing/Newswriting

4 Elective Courses

- _____
- _____
- _____
- _____