The Media & Entertainment department, as part of the School of Creativity + Practice (SoCaP), supports the mission of the University by offering an applied major that integrates technological innovation with a traditional humanities and social sciences curriculum. Students are prepared for careers in media, entertainment, and related disciplines while also being given the ethical and aesthetic foundations to make those careers meaningful.

The 85 credit major in Media & Entertainment leads to a Bachelor of Science (BS) degree in one of five concentrations:

1. Multimedia Journalism & Storytelling*
2. Sports and Esports Media*
3. Strategic Communication
4. Media & Entertainment Production*
5. Media, Entertainment, & Arts Management

*Students who major in these concentrations are not required to pursue a minor, however, it is recommended that each student discuss their career goals with their major advisor.

A degree in Media & Entertainment leads to careers in multimedia journalism, reporting and editing for news, feature writing, sports writing, sports production (including esports), advertising, public relations, crisis and image management, strategic communication, social media marketing, media design and sales, broadcasting and streaming, film and video production, post-production, documentary production, sound production, radio and podcasting, live entertainment, interactive media, virtual/augmented/mixed reality production, media and entertainment management, artist management, venue and facility operations, and more. Through our program, course, and practicum offerings, students are encouraged to explore entrepreneurial opportunities as part of their creative identity.

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Through the School of Creativity + Practice, students can enhance their degree with a 12-hour multidisciplinary certificate in Creative Industry Essentials. The certificate is designed to provide an introduction to the tools and techniques commonly found in the creative industries.

Students are given the flexibility to customize their certificate by choosing any four courses out of a list of options from the departments within the School of Creativity + Practice.

The 18-hour Media & Entertainment minor is designed to complement any major by preparing students for careers in a world that relies on media to communicate. Students choose 6 hours of Media & Entertainment courses in addition to the required 12 hours of foundation production and writing courses essential to media and entertainment professionals (writing, audio, video, and art & design).

**Program Goals**

1. Offer a marketable and professionally credible program.
   - Provide a comprehensive foundation of media and entertainment theory and practice.
   - Emphasize writing and multimedia production as strategic and professional communication.
   - Emphasize personal ethics and professional ethics codes.
   - Ensure curriculum meets standards of the professions represented.

2. Provide a student-centered experience for learning and advising
   - Create a proactive student-faculty advising experience.
   - Create a collaborative department culture.
   - Recognize student accomplishments and outstanding performance.

3. Create an applied learning environment with cutting-edge technology.
   - Provide practical opportunities for all Media & Entertainment majors.
   - Offer a full range of internships at the junior and senior level.
   - Provide technology for pedagogical and professional purposes.
   - Create experiential courses that are interactive, applied, and project-oriented.

4. Maintain a reputation for excellence.
   - Maintain alumni relationships through an online database, guest speakers, active program advisory board, and professional networking.
   - Conduct graduating senior surveys every semester and alum surveys every five years.
   - Serve as mentors and role models for current students and alumni.

**Student Learning Outcomes**

Based on Department Goal 1: Offer a marketable and professionally credible program:

1. Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media, entertainment, and related disciplines.
2. Students will communicate with clarity and organization utilizing the proper format, writing mechanics, and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline.
3. Students will demonstrate technological expertise related to the specific concentration area that is professionally competitive for an entry-level position in their discipline.
4. Students will demonstrate command of subject, organization of thoughts, and skill at communication in front of an audience.

**Outcomes Assessment Activities**

Student success is measured through a variety of methods that include classroom writing and projects, portfolios of student work, practicum and professional internship evaluations, exit interviews, student employment
upon graduation, course and progress reviews, and alumni feedback. Students will take part in a minimum of two formal assessment processes during their undergraduate career. The first assessment is through ARC 310, Critical Fundamental Skills Review, which is taken in the second semester of the student's sophomore year or first semester of their junior year. The second assessment occurs from ME 499, Senior Capstone Seminar and ARC 410, Senior Capstone Presentation. For both reviews, students create and present an academic portfolio of all salient work or projects completed. Department faculty review and evaluate a selection of portfolios to assess student learning.

The Media & Entertainment Department requires that the Critical Fundamental Skills Review demonstrate proficiency in the foundation courses to ensure success in advanced courses. Seniors will present a portfolio that demonstrates a pattern of sustained academic growth and development appropriate to the student's concentration area within the Media & Entertainment program. The portfolio should reflect the quality and level of professional, creative, and intellectual work undertaken by the student while in the department, relative to the qualitative, quantitative, ethical, legal, technological, and aesthetic dimensions of the field. The appropriateness of the content is dictated by the student's concentration area and is prescribed by the individual's advisor.

### Specific Program Requirements

#### Specific General Education Requirements

University General Education requirements for this concentration require 35 credits to be earned, including one Humanities course that must be CID 103; MAE 101 cannot count towards the Social Science General Education requirement.

### Specific Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARC 110</td>
<td>Integrated Studies</td>
<td>3</td>
</tr>
<tr>
<td>ARC 174</td>
<td>Fundamentals of Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>ARC 210</td>
<td>ARC: Design Frameworks</td>
<td>3</td>
</tr>
<tr>
<td>ARC 310</td>
<td>Critical Fundamental Skills Review</td>
<td>1</td>
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<tr>
<td>ARC 410</td>
<td>Senior Capstone Presentation</td>
<td>1</td>
</tr>
<tr>
<td>ART 274</td>
<td>Art &amp; Design Essentials</td>
<td>3</td>
</tr>
<tr>
<td>MAE 101</td>
<td>Media &amp; Society (GT-SS3)</td>
<td>3</td>
</tr>
<tr>
<td>MAE 220</td>
<td>Professional Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>MAE 230</td>
<td>Sound, Radio, &amp; Podcasting Essentials</td>
<td>3</td>
</tr>
<tr>
<td>MAE 240</td>
<td>Film &amp; Video Essentials</td>
<td>3</td>
</tr>
<tr>
<td>MAE 370</td>
<td>Social Media &amp; Online Strategies</td>
<td>3</td>
</tr>
<tr>
<td>MAE 401</td>
<td>Law, Ethics, &amp; Regulation of Media</td>
<td>3</td>
</tr>
<tr>
<td>MAE 499</td>
<td>Senior Capstone Seminar</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Diversity & Cultural Course

Choose from the following 3 or other approved Diversity & Cultural Course

- MAE 210 Hispanic, Chicana, & Indigenous Media 3
- MAE 211 Women & Media 3
- MAE 311 Gender & Film 3

#### Practicum

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARC 229</td>
<td>Practicum - Journalism &amp; Print Publications</td>
<td>1</td>
</tr>
<tr>
<td>ARC 239</td>
<td>Practicum - Sound, Radio, &amp; Podcasting</td>
<td>1</td>
</tr>
<tr>
<td>ARC 249</td>
<td>Practicum - Film, Video, &amp; Television</td>
<td>1</td>
</tr>
<tr>
<td>ARC 259</td>
<td>Practicum - Art, Advertising, &amp; Design</td>
<td>1</td>
</tr>
<tr>
<td>ARC 329</td>
<td>Advanced Practicum - Journalism &amp; Print Publication</td>
<td>2</td>
</tr>
</tbody>
</table>
The Media & Entertainment department believes that grades are valid indicators of student performance. Students' GPAs in the major or minor will be used by concentration area advisors for both formative and summary evaluations of majors and minors.

While it is necessary for Media & Entertainment majors and minors to meet the minimum GPA standards set by the University, it is expected that graduates will exceed these standards.

ME 101 MEDIA & SOCIETY (3.0 c.h.), does not fulfill a social science general education requirement for Media & Entertainment majors.