

# MEDIA & ENTERTAINMENT: SPORTS & ESPORTS MEDIA CONCENTRATION, BACHELOR OF SCIENCE

The Media & Entertainment department 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.

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).

## Student Learning Outcomes

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. Department faculty review and evaluate a selection of portfolios to assess student learning.

## Specific Program Requirements

### Program Overview

Requirement	Credits
General Education	35
Core Requirements	43
Concentration Requirements	42
<b>Total Credits</b>	<b>120</b>

### General Education Requirements

Course	Title	Credits
General Education Courses The below courses are required of this program and will be used to fulfill general education requirements.		
CID 103	Speaking & Listening	3
MAE 101	Media & Society (GT-SS3)	3
<b>Total Credits</b>		<b>35</b>

### Specific Core Requirements

Course	Title	Credits
MAE 100	College & Career Success (GT-SS3)	1
MAE 220	Professional Media Writing	3
MAE 230	Sound, Radio, & Podcasting Essentials	3
MAE 240	Film & Video Essentials	3
MAE 250	Media Design Essentials	3
MAE 251	Interactive & Immersive Media Essentials	3
MAE 301	Theories & Research in Media	3
MAE 370	Social Media & Online Strategies	3
or MAE 351	Web Design & Development	
MAE 400	Professional & Personal Success Workshop	1
MAE 401	Law, Ethics, & Regulation of Media	3
or MAE 480	Copyright, Licensing, & Publishing	
MAE 492	Capstone: Research & Proposal	2
MAE 499	Capstone: Production & Delivery	3
<b>Applied Interdisciplinary Requirement</b> Choose from the following or other approved course.		<b>3</b>
ARC 110	Integrated Studies	3
ARC 210	ARC: Design Frameworks	3
ART 141	Drawing I: Observational Drawing	3
ART 176	Photography: Expressive Composition	3
ART 247	Ceramics I	3
CS 235	Ballet Folklorico	3
ENG 114	Introduction to Creative Writing (GT-AH1)	3
ENG 130	Introduction to Literature (GT-AH2)	3
MUS 105	Music Fundamentals & Foundations	3

MUS 125	Piano Class for Non-Majors	1
MUS 130	Guitar Class	1
MUS 202	Concert Choir	0.5-1
MUS 160 - MUS 179		1-2
<b>Diversity &amp; Cultural Course</b> Choose from the following 3 or other approved Diversity & Cultural Course.		<b>3</b>
MAE 210	Hispanic, Chicanx, & Indigenous Media	3
MAE 211	Women & Media	3
MAE 311	Gender & Film	3
CID 335	Gender & Communication	3
<b>Practicum</b> MAE 219 (0 credit hours) must be taken in any semester in which a student enrolls in Practicum.		<b>6</b>
MAE 219	Converged Student Media	0
MAE 229	Practicum: Journalism & Print Publications	1
MAE 239	Practicum: Sound, Radio, & Podcasting	1
MAE 249	Practicum: Film, Video, & Television	1
MAE 259	Practicum: Media Design	1
MAE 279	Practicum: Social Media & Digital Comms	1
MAE 289	Practicum: Media Sales	1
MAE 329	Advanced Practicum: Journalism & Print Publication	2
MAE 339	Advanced Practicum: Sound, Radio, & Podcasting	2
MAE 349	Advanced Practicum: Film, Video, & Television	2
MAE 359	Advanced Practicum: Media Design	2
MAE 379	Advanced Practicum: Social Media & Digital Comms	2
MAE 389	Advanced Practicum: Media Sales	2
<b>Total Credits</b>		<b>43</b>

## Specific Concentration Requirements

Course	Title	Credits
MAE 320	Multimedia Journalism & Copy Writing	3
MAE 360	Sports Reporting	3
PSYC 205	Introduction to Sport Psychology	3
EPER 470	Methods of Coaching (or other approved coaching course)	3
Photo/Video/Imaging Select one of the following:		3
MAE 322	Photojournalism	3
MAE 340	Advanced Film & Video Production	3
MAE 355	Commercial & Creative Imaging	3
Supporting Sports/Media Course Select one of the following:		3
MAE 321	Data Journalism & Visualization	3
MAE 350	Media Design & Layout	3
MAE 361	Sportscasting & Gameday Announcing	3
MAE 371	Public Relations	3
MAE 420	Advanced Multimedia Journalism	3
MAE 460	Sports & ESports Production	3
Electives		24
<b>Total Credits</b>		<b>42</b>

## Specific Graduation Requirements

Majors are required to complete a 61-credit hour curriculum which includes:

- 43 credit hours of fundamental core classes, including 6 hours of practicum.
- 18 credit hours in concentration area
- Students may not use the same credits to satisfy requirements for both major and minor degrees/certificates.

Majors who concentrate in Media, Entertainment, & Arts Management must complete the Foundations of Business Certificate (16 c.h.) from the Hassan School of Business or an advisor-approved minor.

Majors with concentrations in Multimedia Journalism & Storytelling, Sports and ESports Media, Strategic Communication, and Media & Entertainment Production are not required to complete a certificate or minor, however, additional university electives will be required to complete the 120 credit hour requirement.

Successful Media & Entertainment majors will demonstrate sufficient knowledge, comprehension, and analytical skills by the ability to evaluate specific communication events and/or needs in the proper context of their concentration area.

Consistent with general CSU Pueblo policy, no student enrolled in MAE courses may accumulate unexcused absences, or arrive late for scheduled classes without faculty consultation.

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.

### DIRECTED GENERAL EDUCATION COURSES

Students must complete the following two general education courses as part of the Media & Entertainment program.

MAE 101 MEDIA & SOCIETY (3 hours) fulfills one of the two social science general education requirements.

CID 103 SPEAKING & LISTENING (3 hours) fulfills one of the three humanities general education requirements.

## Planning Sheet

Disclaimer: The Planning Sheet is designed as a guide for students planning their course selections. The information on this page provides only a suggested schedule. Actual course selections should be made with the advice and consent of an academic advisor. While accurately portraying the information contained in the college catalog, this form is not considered a legal substitute for that document. Students should become familiar with the catalog in effect at the time in which they entered the institution.

Course	Title	Credits	Student Media Practicum	2	
<b>Freshman</b>			<b>Credits</b>	<b>13</b>	
<b>Fall</b>			<b>Spring</b>		
ENG 101	Rhetoric & Writing I (GT-CO1)	3	MAE 400	Professional & Personal Success Workshop	1
MAE 100	College & Career Success (GT-SS3)	1	MAE 499	Capstone: Production & Delivery	3
MAE 101	Media & Society (GT-SS3) (required general education course)	3	Electives		9
MAE 230	Sound, Radio, & Podcasting Essentials	3		<b>Credits</b>	<b>13</b>
Gen Ed Math		3		<b>Total Credits</b>	<b>120</b>
	<b>Credits</b>	<b>13</b>			
<b>Spring</b>					
ENG 102 or ENG 115	Rhetoric & Writing II (GT-CO2) or Technical Writing (GT-CO2)	3			
CID 103	Speaking & Listening (required general education course)	3			
MAE 220	Professional Media Writing	3			
MAE 250	Media Design Essentials	3			
Gen Ed Science with Lab		4			
	<b>Credits</b>	<b>16</b>			
<b>Sophomore</b>					
<b>Fall</b>					
MAE 240	Film & Video Essentials	3			
MAE 251	Interactive & Immersive Media Essentials	3			
MAE 320	Multimedia Journalism & Copy Writing	3			
Gen Ed Humanities		3			
Gen Ed Science with Lab		4			
	<b>Credits</b>	<b>16</b>			
<b>Spring</b>					
MAE 360	Sports Reporting	3			
Photo/Video/Imaging select one of the following:		3			
MAE 322	Photojournalism				
MAE 340	Advanced Film & Video Production				
MAE 355	Commercial & Creative Imaging				
Gen Ed Humanities		3			
Interdisciplinary Elective		3			
MAE Diversity & Culture Course		3			
	<b>Credits</b>	<b>15</b>			
<b>Junior</b>					
<b>Fall</b>					
PSYC 205	Introduction to Sport Psychology	3			
EPER 470	Methods of Coaching (or other approved coaching class)	3			
MAE 301	Theories & Research in Media	3			
MAE 370	Social Media & Online Strategies	3			
Gen Ed History		3			
Student Media Practicum		2			
	<b>Credits</b>	<b>17</b>			
<b>Spring</b>					
MAE 401	Law, Ethics, & Regulation of Media	3			
Supporting Sports/Media Course select one of the following:		3			
MAE 321	Data Journalism & Visualization				
MAE 350	Media Design & Layout				
MAE 361	Sportscasting & Gameday Announcing				
MAE 371	Public Relations				
MAE 420	Advanced Multimedia Journalism				
MAE 460	Sports & Esports Production				
Gen Ed Social Science		3			
Electives		6			
Student Media Practicum		2			
	<b>Credits</b>	<b>17</b>			
<b>Senior</b>					
<b>Fall</b>					
MAE 492	Capstone: Research & Proposal	2			
Electives		9			