

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

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 compliment 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

Course	Title	Credits
MAE 100	College & Career Success	1
MAE 101	Media & Society (GT-SS3) <small>Cannot count for both social science and program requirement.</small>	3
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 370 or MAE 351	Social Media & Online Strategies Web Design & Development	3
MAE 401 or MAE 480	Law, Ethics, & Regulation of Media Copyright, Licensing, & Publishing	3
MAE 492	Capstone: Research & Proposal	2
MAE 499	Capstone: Production & Delivery	2

Applied Interdisciplinary Requirement Choose from the following or other approved course. Courses must have a minimum of two different prefixes. 6

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
Diversity & Cultural Course <small>Choose from the following 3 or other approved Diversity & Cultural Course</small>		3
MAE 210	Hispanic, Chicanx, & Indigenous Media	3
MAE 211	Women & Media	3
MAE 311	Gender & Film	3
CID 335	Gender & Communication	3
Practicum <small>ARC 219 (0 credit hours) must be taken in any semester in which a student enrolls in Practicum.</small>		6
ARC 229	Practicum: Journalism & Print Publications	1
ARC 239	Practicum: Sound, Radio, & Podcasting	1
ARC 249	Practicum: Film, Video, & Television	1
ARC 259	Practicum: Media Design & Advertising	1
ARC 329	Advanced Practicum: Journalism & Print Publication	2
ARC 339	Advanced Practicum: Sound, Radio, & Podcasting	2
ARC 349	Advanced Practicum: Film, Video, & Television	2
ARC 359	Advanced Practicum: Media Design & Advertising	2
Elective		3
Must be upper-division MAE Business/Theory/History course in consultation with advisor.		
Total Credits		44

Specific Concentration Requirements

Course	Title	Credits
MAE 320	Reporting & 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
Supporting Media Courses <small>Select one of the following:</small>		3
MAE 322	Photojournalism	3
MAE 355	Commercial & Creative Imaging	3
MAE 361	Sportscasting & Gameday Announcing	3
MAE 460	Sports & Esports Production	3
Other approved journalism, writing, or production course.		3
Open electives		23
Total Credits		41

Specific Graduation Requirements

Majors are required to complete a 62 credit hour curriculum which includes:

- 38 credit hours of fundamental core classes
- 18 credit hours in concentration area
- 6 credit hours of practicum coursework

Students may not use the same credits to satisfy requirements for both major and minor degrees/certificates, or use credits taken to satisfy general education requirements.

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.

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