

# MEDIA & ENTERTAINMENT: STRATEGIC COMMUNICATION 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 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
ARC 110	Integrated Studies	3
ARC 174	Fundamentals of Digital Media	3
ARC 210	ARC: Design Frameworks	3
ARC 310	Critical Fundamental Skills Review	1
ARC 410	Senior Capstone Presentation	1
ART 274	Art & Design Essentials	3
MAE 101	Media & Society (GT-SS3)	3
MAE 220	Professional Media Writing	3
MAE 230	Sound, Radio, & Podcasting Essentials	3
MAE 240	Film & Video Essentials	3
MAE 370	Social Media & Online Strategies	3
MAE 401	Law, Ethics, & Regulation of Media	3
MAE 499	Senior Capstone Seminar	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
<b>Practicum</b>		<b>6</b>
ARC 229	Practicum - Journalism & Print Publications	1
ARC 239	Practicum - Sound, Radio, & Podcasting	1
ARC 249	Practicum - Film, Video, & Television	1
ARC 259	Practicum - Art, Advertising, & Design	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 - Art, Advertising, & Design	2

<b>Elective</b>	<b>3</b>
Must be upper-division MAE Business/Theory/History course. Advisor approval required.	
<b>Total Credits</b>	<b>46</b>

### Specific Concentration Requirements

Course	Title	Credits
MAE 320	Reporting & Copy Writing	3
MAE 371	Public Relations	3
MAE 372	Branding & Advertising	3
MAE 475	Strategic Communication Campaigns	3
SoCaP Elective	In consultation with advisor.	3
<b>Choose one of the following:</b>		<b>3</b>
MAE 470	Image & Influencers	3
MAE 471	Crisis Communications	3
<b>Communication &amp; Information Design or User Experience</b> <sup>1</sup>		
<b>Choose one of the following:</b>		<b>21</b>
Communication & Information Design Minor Additional 3 credit hours of university electives required to meet 120 hours.		
Communication & Information Design Certificate or User Experience Certificate Additional 12 hours of university electives required to meet 120 hours.		
<b>Total Credits</b>		<b>39</b>

<sup>1</sup> Required completion of Communication & Information Design Minor or Certificate, or completion of User Experience Certificate.

Majors are required to complete a 64 credit hour curriculum which includes:

- 29 credit hours of fundamental core classes
- 11 credit hours of ARC coursework
- 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 Strategic Communication must complete the Communication & Information Design certificate (9 c.h.) from the Department of English and World Languages or the Communication & Information Design Minor (18 c.h.). Completing the COMID minor will reduce total number of additional University Electives to 3 hours.

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, and Media & Entertainment Production are not required to complete a 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 in the proper context of their concentration area.

Each faculty member will keep, in the department's central file, a set of course outlines or syllabi that list the objectives and skills achieved during the term. This central pool of materials describes the detailed expectations and accountability elements for the M&E major on a course-by-course basis.

Consistent with general CSU Pueblo policy, no student enrolled in ME 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.

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

## Planning Sheet

Disclaimer: The Planning Sheet is designed as a guide for student's 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.