

# MEDIA & ENTERTAINMENT DEPARTMENT

## Media & Entertainment Department Mission

The mission of the Media & Entertainment Department is to offer a pragmatic and professionally oriented program designed to prepare majors for successful careers or graduate studies in media, entertainment, and related areas. Our teaching and learning philosophy is *theory through practice* - students practice theory and concepts in an experiential, applied learning environment.

The Media & Entertainment department supports the mission of the University by offering an applied major that integrates technological innovation and creativity with a humanities and social sciences foundation. 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.

## General Requirements

Majoring in Media & Entertainment leads to the Bachelor of Science (BS) degree. Students select one of five concentrations: Multimedia Journalism & Storytelling; Sports & eSports Media; Strategic Communication (Communication or Design Track); Media & Entertainment Production (Film & Video Track or Sound, Radio & Podcasting Track); and Media, Entertainment, & Arts Management. 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, event planning and promotions, 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.

All concentrations share the same 44-hour core, comprised of:

- 32 hours of Media & Entertainment courses
- 6 hours of Applied Interdisciplinary courses (must be from a minimum of two different prefixes)
- 6 hours of Student Media practicum

Each concentration has its own specific 41-hour requirements beyond the shared core. Courses are concentration-specific and include any certificate or minor requirements and university open electives. Important concentration-specific information is highlighted below:

- Strategic Communication has two tracks within the concentration: Communication or Design
- Media & Entertainment Production has two tracks within the concentration: Film & Video or Sound, Radio, & Podcasting
- Media, Entertainment, & Arts Management requires a certificate in Foundations of Business or a minor in Business Administration

## Student Media Practicum & Internship Requirements

The thrust of the Media & Entertainment Department is pragmatic; therefore, all majors must enroll in a minimum of 6 hours of SOCO Student Media practicum. Practicum courses are designed to represent real-life practice across the various creative industries and media outlets with several open to non-majors. Through SOCO Student Media, students

are encouraged to develop their voice and professional content, and practice their skills. Practicum are advised by faculty with students in leadership roles. Faculty have oversight of curriculum, operations, and enrollment of all practicum. SOCO Student Media leadership positions are available on an annual basis.

Practicum courses are demanding and are unlike traditional lectures. Because of the hands-on, experiential nature of the courses, students should expect to spend considerable time outside of the class completing assignments and tasks. Students are limited to taking 3 hours of practicum per semester, unless granted permission by the department. Student Media options include 200-level general and 300-level leadership options across the student media outlets:

- **The Today and The Today Magazine** online news website and print publication serving CSU Pueblo and the community. Students cover current issues at the local and regional level and produce multimedia content for distribution across online, streaming, broadcast, and social media outlets.
- **The Revolution, REV 89 KTSC 89.5 FM** is licensed to CSU Pueblo as a non-commercial, educational radio station by the Federal Communications Commission. Students are involved in programming, production, sports and news, live events, studio production, podcasts, and other sound-related projects.
- **Digital Sandbox Film & TV** provide students the opportunity to produce live and prerecorded video/film content for streaming and on-demand distribution. Students take on various roles related to producing regular short-form and long-form content: producer, technical director, camera operator, floor director, sound mixer, audio supervisor, talent, writer, editor, and production manager.
- **SOCO Design** is the media design and advertising outlet for SOCO Student Media. Students gain valuable experience working on a variety of advertising and design projects design work for The Today Magazine, collaborative student media projects, and with other internal and external clients.
- **Internships** are not required but strongly encouraged. Students seeking an internship must have a 3.0 grade point average in their Media & Entertainment coursework. Internships are at the discretion of the department and require the submission of an internship application and departmental approval prior to the semester start. Students may earn a maximum of 9 hours of internship credit, to be determined between the internship site and the department.

## Department Goals

1. Offer a marketable and professionally credible program
  - Provide a comprehensive foundation of media practice, theory, and innovation.
  - Integrate a core that introduces students to the creative, practical, and theoretical tools used across the creative industries for content creation and communication.
  - Emphasize personal ethics and professional ethics codes.
  - Ensure curriculum and policies meets standards of the professions and industries represented.
2. Provide a student-centered experience for learning and advising
  - Create a proactive student-faculty advising and mentor experience.
  - Create a collaborative department culture.
  - Recognize student accomplishments and outstanding performance.

3. Create an applied learning environment with industry-standard technology and resources.
  - Provide access to media technology and resources for all students enrolled in Media & Entertainment and student media courses.
  - Offer a full range of applied learning opportunities in and outside of the classroom.
  - Provide opportunities for professional development opportunities that complement coursework and industry standards.
  - Create course content that is interactive, applied, and project-oriented.
4. Maintain a reputation for excellence
  - Maintain alumni relationships through an online database, guest speakers, and professional networking.
  - Conduct annual assessment of program and department objectives.
  - Integrate regular feedback from departmental Professional Advisory Council members.
  - Serve as mentors and role models for current students and alumni.
  - Develop partnerships with community and industry stakeholders.

## Minors

- Media & Entertainment, Minor (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-minor/>)

## Certificates

- Media, Entertainment, & Digital Communications, Certificate (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-and-digital-communications-certificate/>)

# Academic Programs

## Undergraduate Programs

- Media & Entertainment: Interactive & Immersive Media, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-interactive-and-immersive-media-bs/>)
- Media & Entertainment: Media & Entertainment Production Concentration, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-bs-media-and-entertainment-production-concentration/>)
- Media & Entertainment: Media, Entertainment, & Arts Management Concentration, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-bs-media-entertainment-and-arts-management-concentration/>)
- Media & Entertainment: Multimedia Journalism & Storytelling Concentration, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-bs-multimedia-journalism-and-storytelling-concentration/>)
- Media & Entertainment: Sports & ESports Media Concentration, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-bs-sports-and-esports-media-concentration/>)
- Media & Entertainment: Strategic Communication Concentration, Bachelor of Science (<https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/media-and-entertainment/media-and-entertainment-bs-strategic-communication-concentration/>)