

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.

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 and creativity with a 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.

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; 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, 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 46-hour core, comprised of:

- 11 hours of SoCaP courses
- 29 hours of Media & Entertainment courses
- 6 hours of Student Media practicum

Each concentration has its own specific 39-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 requires either a certificate or Minor in Communication & Information Design or a certificate in User Experience
- 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 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 Student Media, students are encouraged to develop their voice and content, and practice their professional skills. Student Media practicum are student-led, faculty

advised. Faculty have oversight of curriculum, operations, and enrollment of all practicum. All practicum faculty are part of the School of Creativity + Practice. 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 Student Media practicum per semester. Student Media options include 200-level general and 300-level leadership options across our school's media outlets:

- **The Today** 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.
- **SoCaP TV & Film Studios** 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 shortform and longform content: producer, technical director, camera operator, floor director, sound mixer, audio supervisor, talent, writer, editor, and production manager.
- **The Agency** is the art, advertising, and design outlet for external client and in-house multimedia design work. Students gain valuable experience in working through a variety of advertising and design projects in a professional, client-based atmosphere.
- **Internships** are not required but strongly encouraged. Students seeking an internship must have a 3.0 grade point average in their Media & Entertainment and SoCaP courses. 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 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 media laboratory opportunities for all Media Communication majors.
 - Offer a full range of internships at the junior and senior level.

2 Media & Entertainment Department

- Provide technology for pedagogical and professional purposes.
- 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 graduating senior surveys annually and alum surveys every five years.
- Serve as mentors and role models for current students and alumni.

Academic Programs