MEDIA & ENTERTAINMENT, MINOR

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.

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 samples, portfolios of student work, practicum and professional internship evaluations, exit interviews, student employment upon graduation, 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 an academic portfolio that demonstrates a pattern of sustained academic growth and development appropriate to the student's concentration area within the Media & Entertainment program. The academic 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 Minor Requirements
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Course	Title	Credits
MAE 220	Professional Media Writing	3
MAE 230	Sound, Radio, & Podcasting Essentials	3
MAE 240	Film & Video Essentials	3
ART 274	Art & Design Essentials	3
Pick any 6 hours of approved Media & Entertainment courses		**6**
Total Credits		**18**