EMB MAJOR CHECKLIST

Core Courses: 15 hours

- EMB/JOU 100 Media Literacy
- EMB/JOU 110 Introduction to Mass Media
- EMB 140 Intro to Media Aesthetics
- EMB 260/265 Basic Media Writing/Newswriting
- EMB 396/397 Internship or Practicum

Electronic Media Track: 33 hours

Conceptual/Studies (Choose 2)
- EMB 400 Media Criticism
- EMB/SPE 430 Communication Theories
- SPE 220 Interpersonal Communication
- SPE 303 Organizational Communication
- PSY 304 Consumer Psychology

Practical (Choose 2)
- EMB 210 Single Camera Production
- EMB 215 Audio Production
- EMB 305 Multiple Camera Production
- EMB 230 Broadcast Announcing
- MIN 240 Integrated Media Production

Business/Law/Ethics (Choose 2)
- EMB 307 Media Programming
- EMB 313 Media Sales, Advertising & Promotion
- EMB 460 Project Management
- JOU 385 Law of Mass Media
- JOU 440 Ethics and the Media

Elective Requirements (15 Hours total)
- 9 Hours upper division electives from Electronic Media & Broadcasting, Pop Culture or Media Informatics
- 6 Hours additional electives from any discipline in the College of Informatics (may include EMB courses)

Broadcast Journalism Track: 33 hours

Conceptual/Studies (Choose 2)
- EMB 400 Media Criticism
- EMB/SPE 430 Communication Theories
- SPE 220 Interpersonal Communication
- SPE 303 Organizational Communication
- PSY 304 Consumer Psychology

Practical (Choose 2)
- EMB 210 Single Camera Production
- EMB 215 Audio Production
- EMB 305 Multiple Camera Production
- EMB 230 Broadcast Announcing
- MIN 240 Integrated Media Production

Writing (All 3 required)
- EMB 361 Advanced Newswriting
- JOU 130 Newswriting 1
- JOU 230 Newswriting 2

Law and Ethics (Both required)
- JOU 385 Law of Mass Media
- JOU 440 Ethics and the Media

Elective Requirements (6 Hours total)
- 6 Hours upper division electives from Electronic Media & Broadcasting or Journalism

EMB Minor Checklist

- EMB/JOU 100 Media Literacy
- EMB/JOU 110 Intro to Mass Media
- EMB 140 Intro to Media Aesthetics
- EMB 260/265 Basic Media Writing/Newswriting

4 Elective Courses