

INTEGRATED MEDIA MAJOR

This major is 40+ hours
2018-2019 Catalog Year
Revised: 07-31-2018

CAREERS & POST-GRADUATE WORK

Recent Heidelberg graduates with this degree are doing ...

- Director of Special Olympics
- Human Resources Specialist
- Legislative Aide, Ohio House of Representatives
- Sports Information Coordinator

MAJOR ACADEMIC PLAN (MAP): A SAMPLE 4-YEAR PLAN

This MAP is a guide for students preparing for course selections. This is a suggested schedule. Actual course selections should be made with the advice of your advising specialist or faculty advisor. For course descriptions, pre-requisites, and rotations (e.g., fall or spring only classes, classes taught in alternate years), consult the Heidelberg University Undergraduate Catalog.

FIRST-YEAR FALL

Course	Prerequisites	Hrs	Notes
HEI 101: Advise, Inspire, Mentoring Program		1	Required of all first-year students
COM 100: Public Speaking & Engagement		3	
COM 101: Explorations in Communication		1	
MED 171: Digital Storytelling		2	
General Education/Honors Support Courses		8	
Total Credits:		15	

FIRST-YEAR SPRING

Course	Prerequisites	Hrs	Notes
HEI 102: Advise, Inspire, Mentoring Program	HEI 101	0	Required of all first-year students
COM 245: Interpersonal Communication		3	
WRI 101: College Writing II		3	
General Education/Honors Support Courses		9	Mathematics Placement Assessment score determines placement in MTH courses and eligibility for non-MTH Quantitative Literacy (Q) courses.

Course	Prerequisites	Hrs	Notes
Total Credits:		15	

SECOND-YEAR FALL

Course	Prerequisites	Hrs	Notes
COM 210: Sophomore Seminar	Open to Communication Majors	3	
MED 156: Media and Culture		3	
MED 205: Media Writing		3	
General Education/Honors Support Courses		6	
Total Credits:		15	

SECOND-YEAR SPRING

Course	Prerequisites	Hrs	Notes
COM 209: Visual Communication		3	Students should complete COM 100, 101, 245, and MED 156 by the end of their fourth semester.
Practicum		1-3	See options on final page May be repeated for a combined total of no more than 6 semester hours
General Education/Honors Support Courses		9	
Total Credits:		15	

THIRD-YEAR FALL

Course	Prerequisites	Hrs	Notes
Media Criticism		3	Choose from pick list on last page
Advanced Media Writing		3	Choose from pick list on last page
General Education/Honors Support Courses		9	Consider a study abroad or internship experience.
Total Credits:		15	

THIRD-YEAR SPRING

Course	Prerequisites	Hrs	Notes
MED 307: Sight, Sound, and Motion	COM 209	3	
COM 350: Persuasion	Junior Standing	3	
MED 304: Public Relations OR MED 357: Media Management	MED 205 MED 156	3	
General Education/Honors Support Courses		6	
Total Credits:		15	

FOURTH-YEAR FALL

Course	Prerequisites	Hrs	Notes
Practicum or Internship		3	Choose from pick list on last page
COM 411: Senior Seminar	Senior standing. Declared COM or MED major	3	
General Education/Honors Support Courses		9	
Total Credits:		15	

FOURTH-YEAR SPRING

Course	Prerequisites	Hrs	Notes
MED 375: Media Law and Ethics		3	May also take BAE 318: Business Law
General Education/Honors Support Courses		12	
Total Credits:		15	

MAJOR COURSE PICK LIST:

MEDIA CRITICISM CHOOSE 1 FROM:	ADVANCED MEDIA WRITING CHOOSE 1 FROM:	PRACTICUM OR INTERNSHIP 1-3 SEMESTER HOURS FROM ONE OF MORE OF:
<ul style="list-style-type: none">• MED 322: Film Criticism• MED 323: Television Criticism• MED 325: Popular Culture Criticism	<ul style="list-style-type: none">• MED 312: Journalism• MED 313: Scriptwriting• MED 314: Advertising & Public Relations Writing	<ul style="list-style-type: none">• COM 369A: Speech Team• COM 369B: Self-Designed Communication• COM 370: Internship• MED 369A: Newspaper• MED 369B: Radio/TV• MED 369C: Self-Designed• MED 370: Internship