



Segment One - General Education Requirements

30 Credit Hours - Each course is 6 credit hours

The general education requirements provide a broad foundation in the basic academic disciplines and offer students the opportunity to explore the breadth of the liberal arts and sciences. The following courses offered by Madison University meet the general education requirements for undergraduate students:

Course Number	Course Title
BIOL – EEC101	Biology
ENGL – EEC 101	English Composition I
HIS – EEC 101	Introduction to American History
MATH – EEC 101	Basic Principle of Mathematics
MATH – EEC 102	Introduction to Business Mathematics

Segment Two - Concentration Requirements

30 Credit Hours - Each course is 6 credit hours

COMM 30101 Interpersonal Communication I	
An introduction to the communication process. Survey and application of infra- and inter-personal communication with special emphasis given to communication models, the message, the sender, and resulting behavior.	
Textbook: Interpersonal Communication: Relating to Others, 3rd edition	
ISBN#: 0-205-33537-3	
COMM 30102 Introduction to Mass Communication	
The study of history and development, structure, roles, and functions of mass media in society. Also studies standards for evaluating mass media.	
Textbook: Introduction to Mass Communications, 12th edition	
ISBN#: 0-673-98082-0	
COMM 30103 Introduction to Communication	
An introductory course in communications. Chief emphasis is on communication to the small group. Attention is given to public speaking, interpersonal communication, interviewing, and group discussion.	
Textbook: Introduction to Human Communication	
ISBN#: 0-072-43055-9	
COMM 30202 Introduction to Media Writing	
A study devoted to the development of on-camera and on-microphone techniques and skills for television, radio, and media writing. This course is designed for the student who plans to seek a career in on-air broadcast media and media writing.	
Textbook: Basic Media Writing, 5th edition	
ISBN#: 0-697-27001-7	
COMM 30203 Introduction to Electronic Media	
An introduction of the world of electronic media , including radio, television, films, and telecommunication media. Studies the procedures and theories of mass media and the electronics used by various media.	
Textbook: Telecommunications: An Introduction to Electronic Media, 7th edition	
ISBN#: 0-697-35506-3	