



### Segment One - General Education Requirements

60 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 – EEC 101 | Biology                          |
| COMM – EEC 101 | Introduction to Communication    |
| ENGL – EEC 101 | English Composition I            |
| ENGL – EEC 102 | English Composition II           |
| GEO – EEC 101  | Introduction to Geography        |
| HIS – EEC 101  | Introduction to American History |
| HIS – EEC 102  | Introduction to World History    |
| MATH – EEC 101 | Basic Principle of Mathematics   |
| PHIL – EEC 101 | Introduction to Philosophy       |
| SOC – EEC 101  | Introduction to Sociology        |

### Segment Two - Concentration Requirements

60 Credit Hours - Each course is 6 credit hours

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| <b>COMM 30101 Interpersonal Communication I</b>   |  |
| 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.                             |  |
| <b>Textbook:</b> Interpersonal Communication: Relating to Others, 3rd edition   |  |
| <b>ISBN#:</b> 0-205-33537-3   |  |
| <b>COMM 30102 Introduction to Mass Communication</b>  |  |
| The study of history and development, structure, roles, and functions of mass media in society. Also studies standards for evaluating mass media.   |  |
| <b>Textbook:</b> Introduction to Mass Communications, 12th edition  |  |
| <b>ISBN#:</b> 0-673-98082-0   |  |
| <b>COMM 30103 Introduction to Communication</b>   |  |
| 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.  |  |
| <b>Textbook:</b> Introduction to Human Communication  |  |
| <b>ISBN#:</b> 0-072-43055-9   |  |
| <b>COMM 30202 Introduction to Media Writing</b>   |  |
| 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. |  |
| <b>Textbook:</b> Basic Media Writing, 5th edition   |  |
| <b>ISBN#:</b> 0-697-27001-7   |  |

**Madison University – Program Outline  
 Bachelor Degree Program  
 Concentration – Communications**



Office of Admissions: Phone: 228.897.7710 / Fax: 228.897.7737 / Admissions@MadisonU.com

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|---|--|
| <b>COMM 30203 Introduction to Electronic Media</b>  |  |
| 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.  |  |
| <b>Textbook:</b> Telecommunications: An Introduction to Electronic Media, 7th edition   |  |
| <b>ISBN#:</b> 0-697-35506-3   |  |
| <b>COMM 30301 Introduction to News Reporting</b>  |  |
| An introduction to news segments in radio and television. Concentration on the effective use of sound and pictures to inform the public. A study of broadcast news style of writing, lectures, demonstrations, and analysis of current trends.  |  |
| <b>Textbook:</b> Complete Reporter: Fundamentals/News Gathering and Editing   |  |
| <b>ISBN#:</b> 0-02-350640-7   |  |
| <b>BADM 30305 Business Law &amp; Ethics</b>   |  |
| Nature and function of law and legal institutions in society, with emphasis on those areas of law most relevant to business operations. Topics include the court systems, torts, the Constitution and business administrative agencies, international law, labor law, antitrust law, and environmental law. |  |
| <b>Textbook:</b> Law and Ethics in the Business Environment, 4th edition  |  |
| <b>ISBN#:</b> 0-324-12186-5   |  |
| <b>COMM 30304 News Writing</b>  |  |
| A study of writing for film, television, and news broadcasting, emphasizing the format and technical requirements of writing advertising, documentary, news, and dramatic scripts.  |  |
| <b>Textbook:</b> Introduction to Professional Newswriting, 2nd ed   |  |
| <b>ISBN#:</b> 0-8013-1753-3   |  |
| <b>BS 400 Bachelor's Final</b>  |  |
| The Bachelor's Final Paper or Project.  |  |