

Sample Four-Year Degree Plan
B.S. MEDIA MANAGEMENT



The State University of New York at Fredonia is committed to doing our part to provide each student a clear path to graduation. This four-year degree plan is a sample map for fulfilling requirements in the major, the College Core Curriculum (CCC), and other supporting courses. The pathway that you take to your degree may differ somewhat from this illustration, depending on where you start and the detours and side trips you may take along the way. If you are committed to completing your degree in four years, we encourage you to consider signing up for the Fredonia in 4 program. For complete information about this degree program, please consult the university catalog at fredonia.smartcatalogiq.com

FIRST YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
COMM 101	Fundamentals of Communication	3	COMM 102	Mass Media and Society	3
COMM 105	Public Speaking	3	COMM 222	Principles of Public Relations	3
COMM 199	Communication Orientation	1	CCC	Natural Science	3
ENGL 100	English Composition	3		Media Management Group B Elective	3
CCC	Social Science	3		General Elective	3
CCC	Mathematics	3			
		TOTAL			TOTAL
		16			15

SECOND YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
	Media Management Group B Elective	3	CCC	Art	3
CCC	American History	3		Media Management Group B Elective	3
CCC	Foreign Language	3	CCC	Western Civilization	3
	Minor Course	3	CCC	Natural Science	3
	General Elective	3		Minor Course	3
		TOTAL			TOTAL
		15			15

THIRD YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
COMM 295	Communication Research Methods	3	COMM 385	International Media	3
CCC	Other World Civilizations	3		General Elective (Non-COMM)	3
	Minor Course	3	CCC	Humanities	3
COMM 350	Telecommunications Technology	3		Minor Course	3
	General Elective (Non-COMM)	3		General Elective (Non-COMM)	3
		TOTAL			TOTAL
		15			15

FOURTH YEAR					
Fall Semester			Spring Semester		
Course		Credits	Course		Credits
	Media Management Group B Elective	3	COMM 460	Organizational Communication	3
COMM 400	Telecommunications Management	3		Minor Course	3
	Minor Course	3		General Elective (Non-COMM)	3
	General Elective (Non-COMM)	3		General Elective	3
	General Elective	3		General Elective	2
		TOTAL			TOTAL
		15			14
2016-2017			GRAND TOTAL		120

Communication
 324 McEwen Hall
The State University
of New York at Fredonia
 Fredonia, NY 14063

(716) 673-3410

email communication.department@fredonia.edu

web home.fredonia.edu/communication

The B.S. Media Management degree teaches the skills and theories necessary for nonproduction careers in media. The program prepares students interested in management for work in traditional and emerging media industries or with related consulting or vendor firms. Students learn the historical and theoretical background as well as the skills required to perform the daily tasks that encompass the job responsibilities for a career in broadcast and media management. Topics covered by the program include media sales, programming, promotion, new technologies, research and survey methods, and organizational communication.

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Why study the Humanities at Fredonia?

Working with engaged, accomplished faculty who are committed to student success, students explore the human experience from multiple dimensions, including literature, philosophy, history, the arts, and languages. Our humanities programs empower students to develop greater intellectual curiosity, foster creative thinking, and build marketable skills that are transferable to a wide array of careers.

A practical approach to a liberal arts experience

- Our programs connect classroom learning with contemporary problems to strengthen our students' understanding of the world and their place in it.
- We help students develop strong research and writing skills so they can effectively communicate in a rapidly changing world.
- Our students develop the critical skills and knowledge that will provide an important intellectual foundation to meet the challenges of the global future.
- We provide opportunities for our students to work with and take leadership roles in several campus media groups, including radio and television stations, student newspaper, and other online and social media channels.

What can you do with a Humanities degree?

- Excellent research skills and the ability to craft persuasive arguments lead Humanities students to pursue careers in the law and public policy.
- Strong writing and communication skills prepare Humanities students for careers in publishing, translating, journalism, broadcasting, videography, and public relations.
- Experience interpreting and analyzing evidence serves Humanities students well in careers as varied as librarianship, development planning, and data analytics.



- Our students take advantage of study abroad programs and internships which allow them to apply classroom learning in real-world settings.

Be ready for the future

96% of new Fredonia graduates report they are employed in their field of study or pursuing an advanced degree, such as a master's, doctorate or a law degree.

Exceptional professors

- Our faculty members make sure teaching you is "Job 1" at Fredonia. They take an active interest in your personal development and professional success. And they'll know you by name, too.
- They're accomplished scholars, educators and writers who present their research and creative works internationally, and are widely published, too. In fact, you'll find the greatest concentration of published authors at Fredonia in the Humanities.
- Many have earned SUNY-wide awards in Teaching, Scholarship and Creative Activities, as well as prestigious national awards and fellowships.

Internships abound

You'll be encouraged to apply what you've learned in the classroom through an extensive range of internships related to your major, so you can apply your knowledge in a real-world environment.

- Humanities students' creativity and flexible approach to problem solving are in high demand in fields such as management, marketing, consulting, and financial planning.

Accomplished Humanities alumni

- **Mark Anthony Neal** – Duke University professor, author and NPR host
- **Wendy Corsi Staub** – New York Times best-selling author
- **Gretchen Geitter** – Vice President for Community Relations, Buffalo Bills
- **James Foley** – former U.S. Ambassador to Haiti and Croatia

You're ready for the challenge.
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