



First Year					
First Trimester			Second Trimester		
77-101	University Seminar	1	33-155/56	American Experiences	3
10-111	Composition I	3	10-112	Composition II	3
20-130	Professional Media Writing	3	20-110	Fund of Electronic Media Prod	3
20-111	Intro to Broadcast Operations	3	20-120	Intro to Mass Media	3
29-102	Fund of Oral Communications	3		Digital Literacy	3
<b>Total Hours</b>		<b>13</b>	<b>Total Hours</b>		<b>15</b>
Second Year					
First Trimester			Second Trimester		
20-225	Video Production	3	20-224	Introduction to Audio	3
20-243	Media Design	3	20-220	Media Literacy	3
20-216	Television Practicum	1	20-230 OR 30-304	Intro to Advertising OR Advertising Case Studies	3
	Western Experiences	3		Math Requirement	3
10-220	Introduction to Literature	3		Life Science and Lab	4
34-102	American Government and Politics	3			
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>16</b>
Third Year					
First Trimester			Second Trimester		
20-330	Advanced Video Production	3	20-417	Television Directing	3
	Guided Elective	3		Fine Arts	3
20-314	Communication Law & Ethics	3	20-326	Advanced Television Practicum	2
	Social & Behavioral Science	3		Elective	6
	Global Experiences	3		Physical Science & Lab	4
	Social & Behavioral Science	3			
<b>Total Hours</b>		<b>18</b>	<b>Total Hours</b>		<b>18</b>
Fourth Year					
First Trimester			Second Trimester		
20-409	Media Business and Entrep.	3	20-416	Senior Seminar	1
20-303	Introduction to Web Publishing	3	20-484	Digital Cinematography	3
20-320	Theories of Mass Communication	3		Electives	8
	Electives	3			
<b>Total Hours</b>		<b>12</b>	<b>Total Hours</b>		<b>12</b>

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



## Description

The School of Communication and Mass Media offers seven degree programs that span the communication and mass media disciplines, covering advertising, applied advertising, broadcasting and production, interactive digital media, multimedia journalism, public relations, organizational and interpersonal communications, speech/theatre education and sports media.

## The Northwest Difference

Even though vast technological advancements are certainly changing the communication landscape, one thing remains steady: it takes more than technology to be a good communicator. Here at Northwest, we offer students a balance between technological skills and fundamental communication theories.

Students have the opportunity to be involved in real-world learning, either through our two radio stations, a television station, a converged print and online newspaper, a yearbook with DVD supplement, an online arts and entertainment magazine, video and audio recording studios, or through an internship experience.

The school is filled with faculty who have spent years in the professional world and are now dedicated to helping students prepare for a rewarding communication career.

## Hands on Experiences

The hands-on experiences accessible to students provide opportunities to work with our nationally recognized, award-winning student-run media, including a professional recording studio, broadcast radio station, cable television station, weekly newspaper, daily online news site, yearbook with digital supplements and an online/print hybrid magazine. In addition to classroom and media opportunities, mass media students have the opportunity to work with Bearcat Productions, an in-house audio-video production unit where students can gain experience while earning money and preparing them for an advanced, new era in the media. Our students are also afforded the opportunity to work for KXCV, Northwest's NPR radio station, as well apply for dozens of on- and off-campus professional internships.

Internships have included: Bernstein-Rein Advertising, Bozell Advertising, CNN, Des Moines Register, Department of Veterans Affairs, ESPN, Family Circle magazine, Field & Stream magazine, The Kansas City Star, Omaha World Herald, NBC Studios, The Sporting News, St. Joseph Mustangs, Trails West, Under Armour, and VML Advertising

- Award-winning media outlets recognized regionally and nationally
- Championship-winning Speech and Debate Program, led by a National Championship caliber coaching staff
- Faculty with real-world experience who get to know you personally
- Alumni working as television anchors, radio morning hosts, designers at large metro dailies, prominent advertising and public relations agencies, and film production studios in Los Angeles
- Cutting-edge technology with digital, high-definition broadcasting facilities and news websites converging video, audio and print news stories



- Contacts with media professionals who meet one-on-one with students to critique portfolios, participate in job shadows or just share their experiences