



First Year					
First Semester			Second Semester		
77-101	University Seminar	1	33-155/56	American Experiences	3
10-111	Composition I	3	10-112	Composition II	3
	Fine Arts	3		Mathematics Requirement	3
20-120	Introduction to Mass Media	3		Western Experiences	3
29-102	Fund of Oral Communication	3	20-221	Ethnographic Film Study	3
<b>Total Hours</b>		<b>13</b>	<b>Total Hours</b>		<b>15</b>
Second Year					
First Semester			Second Semester		
	Modern Language	3		Minor	3
20-130	Professional Media Writing	3	20-220	Media Literacy	3
	Digital Literacy	3	34-102	American Government and Politics	3
	Minor Course	3		Life Science & Lab	4
10-220	Introduction to Literature	3		Social & Behavioral Science	3
<b>Total Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>16</b>
Third Year					
First Semester			Second Semester		
	Minor Course	6	20-303	Introduction to Web Publishing	3
20-320	Theories of Mass Communication	3		Elective	5
	Physical Science & Lab	4		Social & Behavioral Science	3
20-409	Media Business & Entrep.	3		Minor Courses	6
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>17</b>
Fourth Year					
First Semester			Second Semester		
20-412	Comparative Mass Media Systems	3	20-333	Social Media Strategies	3
20-314	Communication Law & Ethics	3		Minor Course	3
	Minor Course	3		Elective	3
	Modern Language	3		Modern Language	3
	Elective	3	20-416	Senior Seminar	1
<b>Total Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>13</b>

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



## THE NORTHWEST DIFFERENCE

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**Media studies** majors at Northwest learn skills to communicate clearly and effectively. Faculty focus on teaching students theories and ensuring students are proficient in written and oral communication and the ability to think critically. With broad-based knowledge of how mass media functions, this major prepares students to advance their education in graduate school.

## CAREER OPPORTUNITIES

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Job titles related to this major include:

- Anchor
- Producer
- Reporter
- Communication director
- Copy editor
- Copywriter
- Editor
- Play-by-play broadcaster

## PROFESSION-BASED LEARNING EXPERIENCES

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**KZLX** is the student-led radio station serving the Maryville area. The station plays the most up-to-date and popular artists while providing fun, upbeat and quality entertainment to the community. The station is a two-time winner of the College Media Association's Pinnacle Award recognizing the top college radio station in the nation

The **Northwest Missourian** is the student-led weekly newspaper covering news on campus and the community of Maryville. The publication is a member of the Associated Collegiate Press Hall of Fame and a winner of multiple individual and team awards each year.

**KNWT** is the student-produced television station with original programming for the campus and community. KNWT has received multiple nods as a finalist for the College Media Association's Pinnacle Award recognizing it as the top college television station in the nation

**Tower Yearbook** is Northwest's student-led yearbook and annually documents campus life. A national leader, the yearbook is an Associated Collegiate Press Hall of Fame member and regular Pacemaker finalist.

Northwest's **student media truck** serves as a mobile radio and television studio, equipped with tools that allow students to broadcast remotely and produce live and scheduled programming.

The **Michael L. Faust Media Lab** provides an active learning environment that provides students with the newest media tools. It is outfitted with Mac computers, large monitors and multiple flat-screen televisions synced with a Smart Board.

**Internships** are not required but highly encouraged. Northwest offers many on-campus internships in addition to opportunities to network and gain internships with regional and nationally known agencies. Northwest media studies students have landed internships at agencies and organizations including:

- Maryville Daily Forum
- St. Joseph News-Press / KNPN
- KQ2, K-Jo
- KFEQ (or Eagle Communications)
- Mix 93.3 (Kansas City)
- The Kansas City Star
- CBS Money Watch in Washington, D.C.
- Esquire Magazine in New York