Bachelor of Fine Arts with a Major in Emergent Media and Communication (Online)

Selected Learning Outcomes

Upon successful completion of the program, EMAC graduates will be able to:

1. analyze communication needs of the audience, then design and implement programs to satisfy those needs.
2. analyze and evaluate different cultural, historical, and ethical perspectives in communication.
3. demonstrate knowledge and application of communication and media theories that inform practices in traditional and emerging media.
4. demonstrate skill in the use of emerging forms, tools, and methods of communication.
5. produce effective communicatoin that meets current standards of correctness and style and presents material appropriate to the target audience.
6. create mediated messages and expression appropriate to the area of emphasis.

Examples of Outcomes Assessment

1. Students will demonstrate competency in the planning, production, and presentation of complex media campaigns; in EMAC 4952 (Emergent Media Senior Capstone) students will compile a final portfolio of work completed during their program to be evaluated by the instructor and classmates.

2. In EMAC 3000 (Mass Communication Theory), students will complete a research paper demonstrating skill in using mass communication theory and research, as it relates to emergent media.

3. In EMAC 4340 (Emerging Media Business Practices), students will demonstrate competency in effective communication with others, in analysis and practice of ethical communication, and in analysis of communication that results from complex social organizations.

Requirements for the B.F.A. in Emergent Media and Communication

Code	Title	Hours
Core Curriculum Areas A-E (see VSU Core Curriculum)		42
Core Curriculum Area F		18
COMM 1100	Human Communication	
MDIA 2000	Introduction to Mass Media	
EMAC 2200	Fundamentals of Emerging Communication	
EMAC 2400	Writing for Emerging Media	
EMAC 2600	International Communication	
EMAC 2800	Research in the Digital Age I	
Upper Division Core		
EMAC 3000	Mass Communication History and Theory	3
EMAC 3020	Managing Communication Processes	3
EMAC 3040	Critical Approaches to Emerging Media	3
EMAC 3060	Research in the Digital Age II	3
EMAC 3080	Visual Communication	3
EMAC 4000	Emerging Media Ethics and Law	3
EMAC 4100	Digital Media I: Dynamic Design	3
EMAC 4200	Digital Media II: Convergent Design	3
Major Requirements		
EMAC 4220	Advocacy, Civic Engagement, and Emerging Media	3
EMAC 4240	Research Analytics and Performance	3
EMAC 4300	Digital Media III: Emergent Design	3
EMAC 4320	Business Practices Emergent Media	3
EMAC 4340	Emerging Media for Professionals	3
Capstone Seminar		
EMAC 4952	EMAC Seminar	3

Guided Electives	18
Total Credits Required for the Degree	120