**Amarillo College Curriculum Map Template**

**Division:** Liberal Arts **Degree/Academic Program(s):** Mass Media
(RTVB.AAS.RTV; COMM.AS.MCOMM; RTVB.CERT; RTVB.MKT.DM; RTVB.MKT.SM)

**Person Responsible for Division:** Dan Ferguson
**Component Director/Chair:** Jill Gibson, Lynae’ Jacob
**Submission Date:** 12/1/15
**Purpose Statement:** The mission of the Matney Mass Media Program isto prepare students to transfer to a university and/or obtain careers in a converged media environment by providing them the ability to apply knowledge and skills while working in teams to create a wide variety of media that communicate clearly and appropriately to the public.

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| **Program-Specific Courses** | **PLO #1:**Students will demonstrate an understanding of the history of the mass media and will evaluate and analyze the role of professionals and institutions in shaping media and communications.  | **PLO #2:**Students will apply an understanding ethics in mass media to the creation of media pieces that show the pursuit of truth, accuracy, fairness and diversity.  | **PLO #3:**Students will apply skills mastered to write correctly and clearly in forms and styles appropriate for the mass media profession, audience and purposes they serve. | **PLO #4:**Students will apply tools and technologies appropriate for the mass media professions in which they work.  | **PLO #5:**Students will analyze, synthesize and apply professional media standards to create effective audio productions, video productions, print pieces and Internet projects for broadcast, distribution, posting or publication. | **PLO #6**Students will apply teamwork skills and demonstrate the ability to work effectively with team members to complete a project under deadline pressure.. |
| **COMM 1307** | **I** | **I** |  |  |  |  |
| **ARTC 1325** |  |  |  | **I** | **I** |  |
| **IMED1316** |  |  |  | **I** | **I** |  |
| **COMM 1318** |  |  |  | **I** | **I** |  |
| **COMM 1336** |  |  |  | **I** | **I** | **I** |
| **COMM 2311** |  | **D** | **I** |  | **I** |  |
| **COMM 2303** | **D** |  |  |  |  |  |
| **ETWR 1391** |  |  |  | **D** | **D** |  |
| **COMM 1337** |  |  |  | **D** | **D** | **D** |
| **COMM 2327** |  | **D** |  |  |  |  |
| **COMM 2366** | **D** |  |  |  |  |  |
| **COMM 2332** |  | **D** | **D** | **D** |  | **D** |
| **COMM 2339** |  |  | **D** |  |  |  |
| **RTVB 1150** |  |  |  | **D** | **D** |  |
| **RTVB 2164** | **M** |  |  | **D** | **D** |  |
| **RTVB 2337** |  |  |  | **M** | **M** | **M** |
| **COMM 2330** |  | **M** | **M** |  |  |  |
| **RTVB 1447** |  |  |  | **M** | **M** |  |
| **RTVB 2250** |  |  |  | **M** | **M** |  |
| **COMM 2326** | **M** |  |  | **M** | **M** |  |
| **COMM 2220** |  |  |  | **M** | **M** | **M** |