

Media Studies and Production BA with Media Business Concentration

Overview

The Department of Media Studies and Production expands students' knowledge and skills to create, evaluate and manage media content and organizations. With the urban and global communities as their living laboratories, students draw on their creativity, entrepreneurship, intellectual curiosity and analytical abilities to navigate digital media in our global society.

Theory and practice are integrated into all areas of study in the **Bachelor of Arts in Media Studies and Production**. Media Studies and Production students learn how to produce, evaluate and manage media content for traditional and emerging media in a variety of genres, including information (news and documentary), music, comedy, sports, drama, and commercial and noncommercial persuasion campaigns. They study institutions that create, distribute, and investigate media products (e.g., production studios, television and radio networks, and audience measurement companies) and learn how to create and operate successful media businesses. Media Studies and Production students learn to think purposefully and critically about media, and examine the media's role in history, culture and society from many perspectives. They also learn how to act ethically as they interact with the world both in careers in media institutions and as media consuming and producing citizens.

Students must select one of the following concentrations:

- Media Analysis,
- Media Business, or
- Media Production.

An optional concentration in International Communication is also available for this major.

Media Business Concentration

The **Media Business** professional option concentration introduces students to the business decisions, challenges, creative approaches and ethical responsibilities of media managers and media entrepreneurs in the digital age. Students who follow this concentration seek career opportunities as network executives, talent agents, program developers, executive producers or founders/owners of a digital channel, production company, recording studio or web site development company.

Campus Location: Main

Program Code: CO-MSP-BA

Accelerated Program

BA in Media Studies and Production / MA in Media Studies and Production

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Learn more about the Bachelor of Arts in Media Studies and Production.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Media Studies and Production (MSP) by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 overall and in the major.

Students must meet:

1. University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive (WI) courses in the major at Temple University. Whenever possible, it is recommended that students select WI courses that also directly satisfy a specific MSP requirement to ease the path to program completion.
2. Low Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum of 45 credits in Media Studies & Production / maximum of 64 credits in Media Studies & Production.
4. Each course that fulfills a requirement for the major must be passed with a C- or better.
5. All prerequisites must be met unless exempted in writing.
6. No more than 20 transfer credits may be applied to the Media Studies & Production major.
7. No more than 12 credits total for internship, practicum, and independent study courses.

Media Studies and Production: Media Business Concentration Requirements

| Code | Title | Credit Hours |
|---|--|--------------|
| Foundation Courses | | |
| MSP 1021 | Introduction to Media Analysis ¹ | 3 |
| MSP 1655 | Introduction to Media Business ¹ | 3 |
| MSP 1701 | Introduction to Media Production ¹ | 3 |
| Content Area Requirements | | |
| Media Policy & Ethics | | |
| Select a minimum of one of the following: | | 3 |
| MSP 3297 | History of Electronic Media (WI) | |
| MSP 4221 | Information Technology Policy | |
| MSP 4226 | Public Media | |
| MSP 4252 | Law and Ethics of Digital Media | |
| MSP 4454 | Public Information Media Campaigns | |
| Media Critical Topics | | |
| Select a minimum of one of the following: | | 3 |
| MSP 1011 | Introduction to Media Theory | |
| MSP 2141 | Media Research | |
| MSP 2421 | Media Popular Culture | |
| MSP 3153 | Media Criticism | |
| MSP 3445 | Media Images and Analysis | |
| MSP 4446 | Psychological Processing of Media | |
| MSP 4497 | Media and Children (WI) | |
| MSP 4533 | Media, Ecology and Technology | |
| Emergent Media | | |
| Select a minimum of one of the following: | | 3 |
| MSP 2741 | Introduction to Internet Studies and Web Authoring | |
| MSP 3324 | The Video Game Industry and Game Culture | |
| MSP 3421 | Technology and Culture | |
| MSP 4453 | Information Society | |
| MSP 4455 | New Media Literacies | |
| MSP 4541 | Mobile Media | |
| MSP 4741 | Emergent Media Production | |
| International/Intercultural Media Issues | | |
| Select a minimum of one of the following: | | 3 |

| | | |
|----------|---|--|
| MSP 3471 | Media and Cultural Differences | |
| MSP 3473 | Media and the Environment | |
| MSP 3572 | Communication and Development | |
| MSP 4275 | #ourmedia: Community, Activist, Citizens' and Radical Media | |
| MSP 4496 | Global Media (WI) | |
| MSP 4571 | International Studies in Media and Communication | |
| MSP 4572 | British Media and Telecommunication | |

Professional Development and Experiential Learning Requirements

| | | |
|----------|-----------------------------|---|
| MSP 4039 | Senior Seminar ² | 3 |
|----------|-----------------------------|---|

Select one of the following Experiential Learning Options based upon your interests and eligibility: ³ 3-4

| | | |
|----------|---|--|
| MSP 4785 | Internship | |
| MSP 4487 | TUTV Practicum | |
| MSP 4596 | TV News Production Practicum - Temple Update (WI) | |
| MSP 4597 | Sports Production Practicum (WI) | |
| MSP 4687 | Recording Industry Practicum | |
| MSP 4787 | Television Production Workshop Practicum | |
| MSP 4887 | Radio Production Practicum | |

MSP Special Topics practicum course (when available - check the course schedule for the term in question)

Media Business Concentration Options

Select a minimum of 18 credit hours from the following courses, including at least two (2) courses at EITHER the 2000 or 3000 level. (Two is the minimum; however, there is no limit to the number of courses taken at these levels.) ³ 18

| | | |
|----------|---|--|
| MSP 2421 | Media Popular Culture | |
| MSP 2663 | The Recording Industry and Music Business | |
| MSP 3196 | Writing Workshop (WI) | |
| MSP 3225 | Educational Multimedia Production | |
| MSP 3297 | History of Electronic Media (WI) | |
| MSP 3324 | The Video Game Industry and Game Culture | |
| MSP 3421 | Technology and Culture | |
| MSP 3473 | Media and the Environment | |
| MSP 3611 | Media Advertising | |
| MSP 3631 | Media Sales | |
| MSP 3663 | Marketing Music and Media | |
| MSP 3701 | Genres of Media Production | |
| MSP 4221 | Information Technology Policy | |
| MSP 4226 | Public Media | |
| MSP 4252 | Law and Ethics of Digital Media | |
| MSP 4275 | #ourmedia: Community, Activist, Citizens' and Radical Media | |
| MSP 4453 | Information Society | |
| MSP 4496 | Global Media (WI) | |
| MSP 4541 | Mobile Media | |
| MSP 4614 | Creating a Media Business | |
| MSP 4641 | Programming for Multiplatform Media | |
| MSP 4657 | Current Issues in Media Management | |
| MSP 4663 | Art and Business of Recording | |
| MSP 4687 | Recording Industry Practicum | |
| MSP 4696 | Communication in Media Organizations (WI) | |
| MSP 4703 | Multimedia Production for Corporations and Non-Profits | |

Total Credit Hours

45-46

1

Foundation courses must be completed within the first 45 credits at Temple University. Students transferring into Temple must complete at least one Media Studies & Production foundation course at Temple, unless exempted in writing by the chair of the department.

2

Taken during final 30 credits.

3

It is recommended that these are chosen in consultation with a Media Studies & Production Faculty Advisor.

Note: Courses offered in various categories can only be counted once.

About the Professional Development Requirements

The academic experience for all Media Studies and Production majors culminates with the Professional Development requirements, which include MSP 4039 Senior Seminar (3 credits) and one of the Experiential Learning Options (3-4 credits). Together, these courses provide students with hands-on and practical training in the field while allowing them the opportunity to explore their potential professional futures.

Experiential Learning Option: Internship

MSP 4785 Internship (3 or 4 credits): Internship opportunities exist locally (at virtually every media-oriented organization in the greater Philadelphia region), nationally (in New York City, Los Angeles, Chicago, and other U.S. media markets), and internationally (in London, Dublin, Paris, Barcelona, Hong Kong, and Tokyo through the Lew Klein College of Media and Communication's Global Opportunities Program and Temple's Education Abroad Office). Students who wish to enroll in a second internship as an elective can take MSP 4786 for 1 to 3 credit hours. NOTE: To be eligible for an internship, students must obtain an appropriate internship placement for the term of registration (assistance is available), have Junior or Senior standing, a minimum GPA of 3.00, have completed all three MSP foundation courses with a minimum grade of C-, and official approval by the MSP Internship Coordinator via submission of the Internship Verification Form, and once determined eligible, the Site Verification Form.

Experiential Learning Option: Standard and Special Topics Practica

As noted in the major requirements list, there are six (6) standard practica courses, (MSP 4487, MSP 4596, MSP 4597, MSP 4687, MSP 4787, and MSP 4887). Four to five (4-5) of those options are offered each term and most of them have specific course prerequisites that must be completed prior to practica registration, so students are advised to plan accordingly.

When possible, at least one Special Topics practicum is also offered each year, and these focus on media-related topics different from the standard six. Consult the MSP Department for any upcoming Special Topics availability as well as the process for counting them toward the Professional Development Option within the official degree audit.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Media Studies and Production with a Concentration in Media Business

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

| Year 1 | | Credit Hours |
|--|--|--------------|
| Fall | | |
| MSP 1655 | Introduction to Media Business (Foundation Requirement) | 3 |
| MSP 1701 | Introduction to Media Production (Foundation Requirement) | 3 |
| ENG 0802 or ENG 0812 or ENG 0902 | Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature | 4 |
| GenEd Quantitative Literacy Course ^{GQ} | | 4 |
| KLN 1001 | Klein First-Year Seminar | 1 |
| Credit Hours | | 15 |
| Spring | | |
| MSP 1021 | Introduction to Media Analysis (Foundation Requirement) | 3 |
| Select one of the following courses from the Media Business Concentration Requirement (Other options may be possible depending upon completed prerequisites.) ¹ | | 3 |
| MSP 2663 | The Recording Industry and Music Business | |
| MSP 3196 | Writing Workshop | |
| KLN 1002 | Klein College Introduction to Professional Development | 1 |
| GenEd Breadth Course | | 3 |
| GenEd Breadth Course | | 3 |
| GenEd Breadth Course | | 3 |
| Credit Hours | | 16 |

Year 2**Fall**

| | | |
|---|--|---|
| Media Business 2000-3000 level Concentration Course (minimum of two courses required at 2000-3000 level) ¹ | 3-4 | |
| Media Business 2000-3000 level Concentration Course (select a 2000-3000 level course if not yet completed; if completed, select any Media Business Track Course) ¹ | 3 | |
| IH 0851 or IH 0951 | Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life | 3 |
| GenEd Breadth Course | 3 | |
| GenEd Breadth Course | 3 | |
| Credit Hours | 15-16 | |

Spring

| | | |
|---|--|---|
| Media Business Concentration Course ¹ | 3 | |
| Media Critical Topics Requirement Course ¹ | 3 | |
| IH 0852 or IH 0952 | Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good | 3 |
| GenEd Breadth Course | 3 | |
| Non-MSP Elective | 3 | |
| Credit Hours | 15 | |

Year 3**Fall**

| | |
|--|--------------|
| Media Business Concentration Course ¹ | 3 |
| Emergent Media Requirement Course | 3 |
| GenEd Breadth Course | 3 |
| Non-MSP Electives | 7-6 |
| Credit Hours | 16-15 |

Spring

| | |
|--|-----------|
| Media Business Concentration Course ¹ | 3-4 |
| International/Intercultural Media Issues Requirement Course ¹ | 3 |
| MSP or Non-MSP Electives | 9-8 |
| Credit Hours | 15 |

Year 4**Fall**

| | | |
|---|---|-----------|
| MSP 4039 | Senior Seminar (Professional Development Requirement) | 3 |
| Media Policy & Ethics Requirement Course ¹ | | 3 |
| MSP or Non-MSP Electives | | 10 |
| Credit Hours | | 16 |

Spring

| | | |
|---|---|-------|
| Select one of the following courses from the Professional Development Experiential Learning Options based upon your interests and eligibility: ¹ | | 3-4 |
| MSP 4785 | Internship ² | |
| MSP 4487 | TUTV Practicum ³ | |
| MSP 4596 | TV News Production Practicum - Temple Update ³ | |
| MSP 4597 | Sports Production Practicum ³ | |
| MSP 4687 | Recording Industry Practicum ³ | |
| MSP 4787 | Television Production Workshop Practicum ³ | |
| MSP 4887 | Radio Production Practicum ³ | |
| MSP Special Topics practicum course (when available - check the course schedule for the term in question) | | |
| Non-MSP Electives | | 13-12 |

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|---------------------|-----------|
| Credit Hours | 16 |
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|---------------------------|------------|
| Total Credit Hours | 124 |
|---------------------------|------------|

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All students are required to take at least two writing-intensive (WI) courses in their major. Therefore, this academic plan includes a [WI] notation next to any course that has a writing-intensive attribute. All three MSP concentrations and three of the four focus areas include WI options. Whenever possible, it is recommended that students select their two WI courses from those that also directly satisfy one of their specific MSP requirements, since that will provide a more efficient use of credits and ease the path to program completion.

2

Internship Requirements: a.) Junior or Senior standing (minimum 60 credits completed), b.) a minimum 3.0 GPA, c.) completion of ALL MSP Foundations courses (MSP 1021, MSP 1655, and MSP 1701), and d.) no outstanding grades of Incomplete for any course. For details of the application process and information about the Internship course, review the MSP Internship Overview document, available from the "Forms and Links" section of the Klein tab on the TUPortal.

3

Practicum requirements vary from course to course. Check specific course prerequisites so you may plan accordingly.

Optional Concentration

The **optional International Communication Concentration (ICC)** provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturality-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

| Code | Title | Credit Hours |
|--|---|--------------|
| Common Course | | |
| Select one of the following: | | 3 |
| CSI 3701 | Intercultural Communication | |
| CSI 3703 | Intercultural Communication in the Workplace | |
| Klein International/Intercultural courses | | |
| Select three of the following: | | 9 |
| Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein Global Opportunities Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan) | | |
| Any ADV, CMST, CSI, JRN, MSP, or PR Internship completed as part of a Klein Global Opportunities International Program | | |
| CSI 2401 | Intercultural and Cross Cultural Conflict | |
| CSI 3702 | Communication, Culture and Identity | |
| CSI 3703 | Intercultural Communication in the Workplace (if not used to fulfill common course requirement above) | |
| JRN 3254 | International Reporting | |
| JRN 3706 | Journalism and Globalization | |
| MSP 3471 | Media and Cultural Differences | |
| MSP 3572 | Communication and Development | |
| MSP 4453 | Information Society | |
| MSP 4496 | Global Media | |
| PR 2672 | Global Communication and Leadership | |
| International/Intercultural Electives outside of Klein | | |
| Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement. | | |
| Choose any two (2) courses of the following: | | 6-8 |
| Up to any two foreign language courses | | |
| Any non-Klein courses at the 2000-level or higher taken in a Klein Global Opportunities Int'l Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan) | | |
| Any non-Klein internship taken in a Klein Global Opportunities International Program | | |

Anthropology

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|---------------------------|--|
| ANTH 2238 or ASST 2238 | Visual Anthropology of Modern Japan Visual Anthropology of Modern Japan |
| ANTH 2374 or ASST 2374 | The Anthropology of Modern China The Anthropology of Modern China |
| ANTH 2361 or LAS 2361 | Peoples of Latin America Peoples of Latin America |
| ANTH 2362 or LAS 2362 | Peoples and Cultures of the Caribbean Peoples and Cultures of the Caribbean |

Art History

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| ARTH 2102 | |
| ARTH 2105 | Roman Art and Archaeology |
| ARTH 2129 | Greek and Roman Sculpture |
| ARTH 2431 | Early Modern Italy and Spain in the 17th Century |
| ARTH 2432 | Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer |
| ARTH 2543 | Transnational Impressionisms |
| ARTH 2642 | Modern Art, 1900-1945 |
| ARTH 2868 | Arts of Asia |
| ARTH 1003 | History of Art in Rome (Study Abroad - Rome) |
| ARTH 2135 | Art and Culture in Ancient Rome (Study Abroad - Rome) |
| ARTH 2428 | Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome) |
| ARTH 2622 | Galleries and Studios of Rome (Study Abroad - Rome) |
| ARTH 1801 | Arts of Asia (Study Abroad - Japan) |
| ARTH 2815 | Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan) |

Asian Studies

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|---------------------------|--|
| ASST 2001 | Practical Asian Society and Culture |
| ASST 2011 | Survey of Japanese Literature Before 1868 |
| ASST 2015 or JPNS 2015 | Tokyo in Literature and Film Tokyo in Literature and Film |
| ASST 2021 or JPNS 2021 | Japanese Literature in Film Japanese Literature in Film |
| ASST 2351 | Japan in a Changing World |
| ASST 2367 | South Asia: Peoples, Culture, Experiences |
| ASST 2373 or ANTH 2373 | Japanese Culture Japanese Culture |
| ASST 2503 | Introduction to Southeast Asia: Insular |
| ASST 2504 | Introduction to Southeast Asia: Mainland |
| ASST 2511 | Introduction to Asian Business |
| ASST 3247 or SOC 3247 | Ideology and Social Change in Japan Ideology and Social Change in Japan |
| ASST 3251 or POLS 3251 | China: State and Society China: State and Society |
| ASST 3522 or HIST 3522 | Contemporary China Contemporary China |
| ASST 3541 or HIST 3541 | Japan Today Japan Today |
| ASST 3542 or HIST 3542 | Women and Society in Japan Women and Society in Japan |

Film & Media Arts

| | |
|----------|----------------------|
| FMA 4673 | International Cinema |
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Geography & Urban Studies

| | |
|----------|-----------------------------------|
| GUS 2032 | Urban Systems in a Global Economy |
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| GUS 2073 | African Development |
| GUS 2074 or ASST 2074 | East and South Asia Geography of East and South Asia |
| GUS 3021 | International Urbanization |
| GUS 3052 or ASST 3052 or ENST 3052 | Environmental Problems in Asia Environmental Problems in Asia Environmental Problems in Asia |
| GUS 3073 | Geography of Travel and Tourism |
| GUS 3307 | Transportation & Culture |
| History | |
| HIST 2303 | History of Central Europe, 1618-1871 |
| HIST 2317 | Central Europe Through Wars and Revolution, 1848-1989 |
| HIST 2501 or ASST 2501 | Introduction to East Asia: China Introduction to East Asia: China |
| HIST 2502 or ASST 2502 | Introduction to East Asia: Japan Introduction to East Asia: Japan |
| HIST 2503 or ASST 2503 | Introduction to Southeast Asia: Insular Introduction to Southeast Asia: Insular |
| HIST 2504 or ASST 2504 | Introduction to Southeast Asia: Mainland Introduction to Southeast Asia: Mainland |
| HIST 2511 | Introduction to African History |
| HIST 2514 | Introduction to Latin America |
| HIST 2515 or LAS 2515 | Civilization and Modernity in the Caribbean Civilization and Modernity in the Caribbean |
| HIST 2516 | Modern Islamic History |
| HIST 2611 | Third World Issues through Film |
| HIST 3321 | Irish History |
| HIST 3331 | History of England |
| HIST 3362 | Russia: Nationality and Empire |
| HIST 3363 | Russia: Revolution, State, and Empire |
| HIST 3511 | Southern Africa: A History |
| HIST 3521 | The Chinese Revolution |
| HIST 3531 | Modern India |
| HIST 3551 | History of Vietnam |
| HIST 3561 or LAS 3561 | History of Brazil History of Brazil |
| HIST 3562 or LAS 3562 | Contemporary Mexico Contemporary Mexico |
| HIST 3571 | Israel: History, Politics and Society |
| HIST 3572 | Modern Middle East |
| HIST 3675 | Third World Women's Lives |
| Jewish Studies | |
| JST 2706 | Jewish Diaspora/Survey of Jewish History |
| Latin American Studies | |
| LAS 2101 | Latin America through Film and Fiction |
| LAS 2231 | Comparative Political Systems in Latin America |
| LAS 2502 or IB 2502 | Fundamentals of Latin American Business Fundamentals of Latin American Business |
| LAS 2514 | Historical Continuity and Social Change in Latin America |
| LAS 3267 | Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil |
| LAS 3601 | "Other Voices" in Latin American Literature |
| LAS 3602 | Caribbean Literature and Culture |

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|-------------------|---|
| LAS 3801 | African Culture in Brazil |
| Political Science | |
| POLS 2211 | Contemporary Politics of Europe |
| POLS 2212 | Eastern Europe, Russia and the West |
| POLS 2231 | Comparative Political Systems in Latin America |
| POLS 2255 | Comparative Public Policy |
| POLS 2314 | Politics of International Law |
| POLS 2321 | Politics of the Global Economy |
| POLS 2331 | International Organization |
| POLS 3212 | British Government and Politics |
| POLS 3241 | Mideast Politics |
| POLS 3252 | East Asia and the United States |
| or ASST 3252 | East Asia and the United States |
| POLS 3265 | International Environmental Policy |
| or ENST 3265 | International Environmental Policy |
| Religion | |
| REL 2002 | Religion and Human Sexuality |
| REL 2007 | Religion in Film |
| REL 2101 | Indian Philosophies and Religions |
| or ASST 2101 | Religions of India |
| REL 2102 | Introduction to Buddhism |
| or ASST 2102 | Introduction to Buddhism |
| REL 2201 | Chinese Religions - Confucius to Mao |
| REL 2301 | Zen Buddhism |
| or ASST 2301 | Zen Buddhism |
| REL 2403 | Introduction to Judaism |
| or JST 2403 | Introduction to Judaism |
| REL 2447 | Kabbalah and Mysticism |
| or JST 2447 | Kabbalah and Mysticism |
| REL 2502 | Jesus in the Media |
| REL 2606 | Introduction to Islam |
| REL 2702 | Religion in Contemporary Africa |
| REL 3011 | Monks, Masters, and Magicians: Religion in Premodern Chinese Literature |
| or ASST 3011 | Monks, Masters, and Magicians: Religion in Premodern Chinese Literature |
| REL 3201 | I-Ching, Tao, and Ch'an/Zen |
| or ASST 3201 | I-Ching, Tao, and Ch'an/Zen |
| REL 3301 | Japanese Religions |
| or ASST 3301 | Japanese Religions |
| REL 3411 | The Philosophies of Judaism |
| or JST 3411 | The Philosophies of Judaism |
| REL 3601 | The Islamic State |
| REL 3602 | Women in Islam |
| REL 3603 | Islamic Mysticism |
| REL 3702 | African Religions and New World Culture |

Total Credit Hours

18-20

Contact Information

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