

Bachelor of Arts in Media Studies and Production: Media Business and Entrepreneurship Track

The Media Business & Entrepreneurship Professional Option track introduces students to the practical and ethical ways to start, operate, or participate in enterprises that create, produce, and/or distribute media content. Students who follow this track seek career opportunities as media entrepreneurs, media production freelancers, owners/operators of production companies or recording studios, web site developers, or founders/owners of a station, channel, or network.

Requirements for the Degree of Bachelor of Arts

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Media Studies and Production 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:

- University requirements
 - All students are required to complete the General Education (GenEd (<http://bulletin.temple.edu/undergraduate/general-education>)) curriculum.
 - All students must take a minimum of two writing-intensive courses in the major at Temple University.
- Low Klein College of Media and Communication requirements (<http://bulletin.temple.edu/undergraduate/media-communication/#collegerequirementstext>).
- Minimum of 45 credits in Media Studies & Production / maximum of 64 credits in Media Studies & Production.
- Each course that fulfills a requirement for the major must be passed with a C- or better.
- All prerequisites must be met unless exempted in writing.
- No more than 20 transfer credits may be applied to the Media Studies & Production major.
- No more than 8 credits in Kinesiology and Dance activities courses.
- No more than 12 credits total for internship, practicum, and independent study courses.

Media Studies And Production: Media Business & Entrepreneurship Track Requirements

Code	Title	Credit Hours
Foundation Courses		
MSP 1011	Introduction to Media Theory ¹	3
MSP 1021	Media and Society ¹	3
MSP 1701	Introduction to Media Technology ¹	3
Media Policy & Ethics Requirement		
Select a minimum of one of the following:		3
MSP 4221	Information Technology Policy	
MSP 4226	Public Media	
MSP 4252	Law and Ethics of Digital Media	
MSP 4296	History of Electronic Media (WI)	
MSP 4454	Public Information Media Campaigns	
Media Critical Topics Requirement		
Select a minimum of one of the following:		3
MSP 4153	Media Criticism	
MSP 4445	Media Images and Analysis	
MSP 4446	Psychological Processing of Media	
MSP 4453	Information Society ²	
MSP 4497	Media and Children (WI)	
MSP 4533	Media, Ecology, and Technology	
Emergent Media Requirement		
Select a minimum of one of the following:		3
MSP 3421	Technology and Culture	
MSP 4324	The Video Game Industry and Game Culture	

MSP 4455	New Media Literacies	
MSP 4541	Mobile Media	
MSP 4741	Emergent Media Production	

International/Intercultural Media Issues Requirement

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 Requirements

MSP 4039	Senior Seminar ³	3
MSP 4785	Internship (or Practicum) ⁴	3-4

Media Business & Entrepreneurship Professional Option Selections

Select a minimum of 18 credit hours from the following courses: 18

MSP 1655	The Business of Media	
MSP 3225	Educational Multimedia Production	
MSP 3611	Media Advertising	
MSP 3631	Media Sales	
MSP 3663	Marketing Music and Media	
MSP 3701	Genres of Media Production	
MSP 4226	Public Media	
MSP 4453	Information Society ²	
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 Record Production	
MSP 4696	Communication in Media Organizations (WI)	
MSP 4703	Multimedia Production for Corporations and Non-Profits	

Total Credit Hours 45-46

- ¹ Must be completed within the first 45 credits at Temple University. Students transferring in to Temple need to complete at least one Media Studies & Production foundation course at Temple, unless exempted by the chair of the department.
- ² If MSP 4453 is taken, student will decide whether to count it as Media & Critical Topics requirement or Media Business & Entrepreneurship option since courses in various categories can only be counted once.
- ³ Taken during final 30 credits.
- ⁴ All majors must have 2.75 GPA or greater to enroll in the Internship (3-4 credit hours); all other majors with a lower GPA must complete at least one Practicum (MSP 4487, MSP 4596, MSP 4597, MSP 4687, MSP 4787, MSP 4887).

Internships and Senior Seminar

The academic experience for all Media Studies & Production majors culminates with the MSP 4039 Senior Seminar and MSP 4785 Internship for 3 or 4 credit hours (NOTE: To qualify for an internship, students must have Junior or Senior standing, a minimum of 2.75 GPA, and passing grades (C-) in the Media Studies & Production requirement courses. For students with a GPA lower than 2.75, a Practicum must be completed in place of the Internship). Together, these courses provide students the opportunity to explore their potential professional futures. 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 Study Away 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.

Practica

There are six (6) practica options:

Code	Title	Credit Hours
MSP 4487	TUTV Practicum	3
MSP 4596	TV News Production Practicum - Temple Update	4
MSP 4597	Sports Production Practicum	4
MSP 4687	Recording Industry Practicum	3
MSP 4787	Television Production Workshop	3 to 8
MSP 4887	Radio Production Practicum	3

Students enrolled in TUTV Practicum (MSP 4487) play a key role in the operation of Temple University Television (TUTV) and will work with the course instructor, engineering staffers and others to schedule the station and produce original content. In the TV News Production Practicum - Temple Update (MSP 4596), students produce a weekly live-to-tape TV newsmagazine that airs on local cable TV. The Sports Production Practicum (MSP 4597) is a weekly sports program produced by students. Recording Industry Practicum (MSP 4687) is an intensive, practical course that engages students in the day-to-day operation of our student-run record label. Television Production Workshop (MSP 4787) also fulfills the requirement of a practicum and involves the production of various content also for broadcast on local cable.

Media Studies & Production courses designated as "Practicum" can be taken as either Media Studies & Production electives or in place of MSP 4785 Internship.

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 & Production: Media Business & Entrepreneurship Track Requirements for New Students starting in the 2018-2019 Academic Year

Year 1		Credit Hours
Fall		
MSP 1021	Media and Society	3
MSP 1701	Introduction to Media Technology	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
COMM 1001	SMC Freshman Seminar	1
Term Credit Hours		15
Spring		
MSP 1011	Introduction to Media Theory	3
Media Business & Entrepreneurship Course ¹		3-4
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 2		
Fall		
Media Business & Entrepreneurship Course ¹		3-4
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3-4
GenEd Breadth Course		3
Electives		3
Term Credit Hours		15
Spring		
Media Business & Entrepreneurship Course ¹		3-4
Media Business & Entrepreneurship Course ¹		3-4
Select one of the following (Media Critical Topics Requirement): ¹		3
MSP 4153	Media Criticism	
MSP 4445	Media Images and Analysis	
MSP 4446	Psychological Processing of Media	

MSP 4453	Information Society	
MSP 4497	Media and Children [WI]	
MSP 4533	Media, Ecology, and Technology	
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
Term Credit Hours		15
Year 3		
Fall		
Media Business & Entrepreneurship Course ¹		3-4
Select one of the following (International/Intercultural Media Issues Requirement): ¹		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	
GenEd Breadth Course		3
Electives		7
Term Credit Hours		16
Spring		
Media Business & Entrepreneurship Course ¹		3-4
Select one of the following (Emergent Media Requirement):		3-4
MSP 3421	Technology and Culture	
MSP 4324	The Video Game Industry and Game Culture	
MSP 4455	New Media Literacies	
MSP 4541	Mobile Media	
MSP 4741	Emergent Media Production	
Electives		10
Term Credit Hours		16
Year 4		
Fall		
MSP 4039	Senior Seminar	3
Select one of the following (Media Policy & Ethics Requirement): ¹		3
MSP 4221	Information Technology Policy	
MSP 4226	Public Media	
MSP 4252	Law and Ethics of Digital Media	
MSP 4296	History of Electronic Media [WI]	
MSP 4454	Public Information Media Campaigns	
Electives		10
Term Credit Hours		16
Spring		
Select one of the following (Internship or Practica): ¹		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	
MSP 4887	Radio Production Practicum	

Electives	13
Term Credit Hours	16
Total Credit Hours:	124

¹ Media Business & Entrepreneurship Track has one WI built in as an option (MSP 4696). All students are required to take at least **two WI courses** in their major so each competency area (Media Policy & Ethics, Media & Critical Topics, and International/Intercultural Media Issues) offers a WI option to fulfill one of the WI requirements. If a student is eligible for MSP 4596 or MSP 4597 and chooses to take one of these courses to fulfill internship/practicum requirement, the course would also fulfill one of the WI requirements.