

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

The Media Business Professional Option track 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 track 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.

Requirements for the Degree

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:

1. University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive courses in the major at Temple University.
2. Lew Klein College of Media and Communication requirements, including KLN 1001.
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 8 credits in Kinesiology and Dance activities courses.
8. No more than 12 credits total for internship, practicum, and independent study courses.

Media Studies And Production: Media Business Track 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
Media Policy & Ethics Requirement		
Select a minimum of one of the following:		3
MSP 3297	History of Electronic Media	
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 Requirement		
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 Requirement		
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 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 ²	3
MSP 4785	Internship (or Practicum) ³	3-4

Media Business Professional Option Selections

Select a minimum of 18 credit hours from the following courses, including at least (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.) ⁴ 18

MSP 2421	Media Popular Culture	
MSP 2663	The Recording Industry and Music Business	
MSP 3196	Writing Workshop	
MSP 3225	Educational Multimedia Production	
MSP 3297	History of Electronic Media	
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	
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 Record Production	
MSP 4696	Communication in Media Organizations (WI)	
MSP 4687	Recording Industry Practicum	
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 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).

⁴ 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

Senior Seminar and Internship

The academic experience for all Media Studies & Production majors culminates with the Professional Development requirements, which include: MSP 4039 Senior Seminar (3 credits) and MSP 4785 Internship (3 or 4 credits). (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).

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.

Together, these courses provide students the opportunity to explore their potential professional futures.

Practica

Students with a GPA lower than 2.75 must complete a Practicum instead of the Internship. 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 Practicum	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 Practicum (MSP 4787) also fulfills the requirement of a practicum and involves the production of various content also for broadcast on local cable.

Suggested Academic Plan

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

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Requirements for New Students starting in the 2021-2022 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, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
KLN 1001	Klein First-Year Seminar	1
Term Credit Hours		15
Spring		
MSP 1021	Introduction to Media Analysis (Foundation Requirement)	3
Select one of the following courses from the Media Business Track Professional Option Requirement (Other options may be possible depending upon completed prerequisites.) ¹		3
MSP 2663	The Recording Industry and Music Business	
MSP 3196	Writing Workshop [WI]	

GenEd Breadth Course - consult with your Advisor	3
GenEd Breadth Course - consult with your Advisor	3
GenEd Breadth Course - consult with your Advisor	3
Term Credit Hours	15
Year 2	
Fall	
Media Business 2000-3000 level Track Professional Option Course (minimum of two courses required at 2000-3000 level) ¹	3-4
Media Business 2000-3000 level Track Professional Option Course (select a 2000-3000 level course if not yet completed; if completed, select any Media Business Track Course) ¹	3
IH 0851 or 0951 Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course - consult with your Advisor	3-4
GenEd Breadth Course - consult with your Advisor	3
Term Credit Hours	15-16
Spring	
Media Business Track Professional Option Course ¹	3-4
Media Critical Topics Requirement Course ¹	3
IH 0852 or 0952 Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course - consult with your Advisor	3
Non-MSP Elective	3
Term Credit Hours	15-16
Year 3	
Fall	
Media Business Track Professional Option Course ¹	3-4
Emergent Media Requirement Course	3
GenEd Breadth Course - consult with your Advisor	3
Non-MSP Electives	7
Term Credit Hours	16-17
Spring	
Media Business Track Professional Option Course ¹	3-4
International/Intercultural Media Issues Requirement Course ¹	3
Non-MSP Electives	10
Term Credit Hours	16
Year 4	
Fall	
MSP 4039 Senior Seminar (Professional Development Requirement)	3
Media Policy & Ethics Requirement Course ¹	3
Non-MSP Electives	10
Term Credit Hours	16
Spring	
Select one of the following courses from the Professional Development Internship/Practica Requirement: ¹	3-4
MSP 4785 Internship	
MSP 4487 TUTV Practicum ²	
MSP 4596 TV News Production Practicum - Temple Update [WI] ²	
MSP 4597 Sports Production Practicum [WI] ²	
MSP 4687 Recording Industry Practicum ³	
MSP 4787 Television Production Workshop Practicum ²	
MSP 4887 Radio Production Practicum (Not offered every year.) ³	
Non-MSP Electives	13
Term Credit Hours	16-17
Term Credit Hours	16-17
Total Credit Hours:	124-128

1 All students are required to take at least **two 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 tracks 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 MSP 2701 is a prerequisite for this course.

3 MSP 3663 or MSP 3751 is a prerequisite for MSP 4687. MSP 3771 is a prerequisite for MSP 4887.