

DEPARTMENT OF CINEMA AND TELEVISION ARTS

ELECTRONIC MEDIA MANAGEMENT OPTION

REVISED FALL 2013

Student Advisement/Graduation Check

STUDENT NAME: _____ I.D. NUMBER: _____

ADDRESS: _____

_____ PHONE: _____

This form is to be used by all CTVA majors in the Electronic Media Management Option, who are enrolling in the Department for the first time in **August 2013 or later**. Returning CTVA majors have the choice of switching to this program or remaining with the program in the catalog under which they originally enrolled.

Advisement. CTVA majors must receive advisement every semester; an advisor's signature will be required prior to registration for the next semester's classes. First- and second-semester freshmen must see advisors in the Mike Curb College Student Resource Center/EOP Office. Incoming transfer students and third-semester students must see the CTVA advisor. All other Electronic Media Management majors must attend one of the Electronic Media Management Option advisement sessions offered each semester. You should also seek individual advisement sessions with an Electronic Media Management Faculty member. Observe all CTVA advisement dates and check with your advisor on a regular basis. Please take advantage of his or her counsel in all aspects of your CSUN experience.

ELECTRONIC MEDIA MANAGEMENT OPTION (45 units total)

I. Lower Division (12 units)

To be completed during your Freshman and Sophomore years.

<i>Course</i>	<i>Units</i>	<i>Title</i>	<i>Non CSUN Equivalent</i>	<i>When</i>	<i>Grade</i>
CTVA 100	(3)	Intro to Mass Comm Arts			
CTVA 210	(3)	TV-Film Aesthetics			
CTVA 220	(3)	Foundations of Media Writing			

<i>Either</i> CTVA 230	(3)	Fund of Audio Production			
<i>OR</i> CTVA 240	(3)	Fund of TV Production			
<i>OR</i> CTVA 250	(3)	Fund of Film Production			

After completing your 12 lower division units with grades of "C" or better, you will be eligible to take upper division courses in the Electronic Media Management Option. If you do not earn the requisite grades, you may not advance in the Option. In order to satisfy the requirements for graduation, you must earn a grade of "C" or better in all upper division CTVA courses.

WPE Requirement. We recommend that you take the Upper Division Writing Proficiency Exam as soon as you have earned 60 units, and you **MUST** take it no later than the semester in which you will have earned 75 units. If you have any difficulty with the WPE, look into the support programs offered by the Learning Resource Center and other CSUN counseling and assistance centers.

ELECTRONIC MEDIA MANAGEMENT OPTION
NEW PREREQUISITES FOR UPPER DIVISION COURSES

Note that many of the courses in the Electronic Media Management Option require **NEW** prerequisites. Be sure that you qualify for enrollment in each course or obtain permission from the instructor.

CTVA 305. History of Broadcasting (3)

Prerequisite: grade of C or higher in CTVA 100, CTVA 210, CTVA 220 and CTVA 230 or CTVA 240 or CTVA 250.

CTVA 315. New Directions in Electronic Media Systems (3)

Prerequisite: grade of C or higher in CTVA 100 and CTVA 210.

CTVA 362. Corporate and Instructional Media (3)

Prerequisite: grade of C or higher in CTVA 100, CTVA 210, CTVA 220 and CTVA 230 or CTVA 240 or CTVA 250.

CTVA 384. Electronic Media Advertising (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 400. Media and Society (3)

Prerequisite: grade of C or higher in CTVA 100 and CTVA 210.

CTVA 401. Mass Communications Research (3)

Prerequisite: grade of C or higher in CTVA 100 and CTVA 210.

CTVA 405. International Broadcasting (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 467. The Management of Post Production for Television and Film (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 475. Audience Analysis (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 480. Electronic Media Management (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 481. Network Practices (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 482. Network Program Development (3)

Prerequisite: grade of C or higher in CTVA 305.

CTVA 487. Social Controls and Regulation of Electronic Media (3)

Prerequisite: grade of C or higher in CTVA 305.

ELECTRONIC MEDIA MANAGEMENT OPTION

II. Upper Division (33 units)

To be completed during your Junior and Senior years.

<i>Course</i>	<i>Units</i>	<i>Title</i>	<i>Non-CSUN Equivalent</i>	<i>When</i>	<i>Grade</i>
CTVA 305	(3)	History of Broadcasting			
CTVA 480	(3)	Elect Media Management			

<i>Select ONE of the following courses:</i>					
CTVA 301	(3)	Design of Media Message			
CTVA 400	(3)	Media & Society			
CTVA 401	(3)	Mass Comm Research			

<i>Select SIX of the following courses:</i>					
CTVA 315	(3)	New Directions in Elec Media			
CTVA 362	(3)	Corp & Instructional Media			
CTVA 384	(3)	Elec Media Advertising			
CTVA 405	(3)	International Broadcasting			
CTVA 467	(3)	Management of Post Prod			
CTVA 475	(3)	Audience Analysis			
CTVA 481	(3)	Network Practices			
CTVA 482	(3)	Net Program Development			
CTVA 487	(3)	Regulation of Elec Media			
AMC 386 A-Z	(3)	Survey of the Ent Industry			

With permission of your advisor, select 6 additional upper division units in CTVA or an allied field:

Applying for Graduation. The University requires that you apply to graduate TWO SEMESTERS (one year) before you intend to graduate. Complete this Grad Check form and an Application For Bachelor's Degree and Diploma with the assistance of your advisor. Once signed by your faculty advisor, submit the forms to the CTVA Department and to Admissions and Records.

Student's Signature

Advisor's Signature

Date: _____

Date: _____

CTVA Electronic Media Management Majors Additional Course Recommendations

120 Unit Graduation Requirement

The total number of units of GE is 48, the CTVA Media Management Option counts for 45; together that's 93 units leaving 27 units to reach the 120 total for graduation.

For these remaining 27 units, it is strongly recommended that the CTVA Electronic Media Management Majors enroll in the following courses:

- **MATH 103 Mathematical Methods for Business (3)**
 - **ECON 160 Principles of Microeconomics (3)**
 - **SOM 120 Basic Business Statistics (3)**
- **ACCT 220 Introduction to Financial Accounting (3)**
 - **BLAW 280 Business Law I (3)**

However, some of these courses have prerequisites.

All the courses on this list may be taken for Credit/No Credit.

Note: A maximum of 18 elective units can be taken for Credit/No Credit.

The reason for promoting these particular courses is the demand from the major production companies/stations/networks/studios for CSUN alumni who have a working knowledge of accounting and business law.

These production companies/stations/networks/studios are not necessarily looking for accountants or persons with law degrees, but for recent graduates who are comfortable in reading Excel spreadsheets and contracts.