School of Media Arts and Design

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Mission Statement
The mission of the School of Media Arts and Design consists of five interrelated areas:

- To encourage a learning and teaching environment that emphasizes the creative process and is distinctly innovative, cooperative, collegial and challenging.
- To be recognized as a regional and national leader in providing a multidisciplinary program that embraces and integrates new and evolving technologies with the teaching of the traditional concepts, values and skills of our disciplines.
- To build programs that help students acquire the ability to learn independently as well as to motivate and facilitate learning in a team environment.
- To stress the development of a broad understanding of the foundations of our related disciplines while acquiring a depth of knowledge in at least one area of concentration.
- To support a strong program of co-curricular, extracurricular and internship activities which enrich an understanding of the role of our disciplines in society.

Goals
To help fulfill the above mission, the school requires students:

- To write clearly, concisely, accurately and effectively for a mass media situation: journalistic, cinematic or electronic.
- To demonstrate computer literacy.
- To demonstrate competency in information gathering for a variety of media situations.
- To recall the process involved in producing a publication (newspaper, magazine, radio, television or multimedia presentation).
- To understand how mass media businesses operate.
- To demonstrate competency in conducting pertinent media research.
- To recognize the history, theories, functions and effects of mass media in society.
- To recall the history of legal and regulatory constraints on the mass media and new information technologies.
- To recognize ethical constraints on the mass media.
- To apply knowledge of the media in professional environments under academic supervision.

Career Opportunities
The school incorporates the fields and study of mass communication, journalism, telecommunication, digital video production, interactive media and mediated visual and aural expression. It offers a program of study that prepares students for careers in the media and/or a corporate environment; careers that rely on mass media and related areas of expertise or graduate study in mass communication and related areas, such as advanced visual communication or digital production.

Co-curricular Activities and Organizations
Majors and interested non-majors are encouraged to participate in the co-curricular activities and organizations associated with the school. Co-curricular activities entail practical media arts and design experiences for which credit is available through practicums or other applied courses. Co-curricular organizations are student clubs and honorary societies associated with the school's programs of study.

Co-curricular Activities
- The Breeze is the student newspaper.
- Curio is a feature magazine covering life in the Shenandoah Valley.
- WMRA-FM is the campus public radio station.

Co-curricular Organizations
- SMAD Club is a student organization that promotes the School of Media Arts and Design, brings in speakers and organizes departmental events.
- Madison AAF, a chapter of the American Advertising Federation, is a club for those interested in careers in advertising.
- Society of Professional Journalists is the JMU chapter of a national organization for students and professionals working in the various fields of journalism.
Special Admission and Retention Requirements

Admission to the School of Media Arts and Design is limited and competitive. Students interested in majoring in the programs offered by the school must apply for a limited number of spaces in the major. An admission committee in the school reviews applications and offers admission based on availability to the most qualified students. A student may apply no more than two times to the school for admission.

There are two application periods for admission to SMAD: September and January.

September Application Period
The September application process is only for new transfer students matriculating to JMU in the fall semester who have declared the SMAD major. These students must be officially admitted to JMU as transfer students for the fall semester and must have earned at least 30 hours of JMU approved post high school college credit. They must be degree-seeking students and must be enrolled in at least 12 hours at JMU during the fall semester. The application is due on Friday of the second week of the fall semester.

January Application Period
Currently enrolled JMU students (including transfer students matriculating in January) may apply during the January application period. Students applying to the major at JMU must be degree-seeking and have completed at least 12 hours or be enrolled in at least 12 hours at JMU. The application is due on the last Friday in January.

Process
Students interested in this major must “declare” SMAD as a major and apply to become a “fully admitted” major. Declaring a SMAD major does not guarantee the student will be fully admitted into the SMAD major. Students must declare SMAD as a major prior to being eligible to enroll in SMAD 101. A declared SMAD student may take SMAD 101, but the student is restricted from SMAD courses beyond SMAD 101 until being accepted (fully admitted) into the major.

A complete application to the major includes the following:
- Completion of SMAD 101 or enrollment in SMAD 101.
- Completion of the SMAD Admission Test with sections on English grammar and usage, timed writing samples and basic computer knowledge. (Instructions for the SMAD Admission Test are given in SMAD 101).
- An Application Letter/Personal Essay expressing reasons for your interest in your first choice and second choice concentrations. Conduct research and then indicate what you know about careers in the concentration.
- A completed change of major form (available in the SMAD office).
- A completed SMAD major card (available in the SMAD office).
- A completed SMAD Questionnaire (available in the SMAD office).
- Unofficial transcripts (If you are a transfer student, you must include the record of JMU transfer credit evaluation).
- Completed SMAD Application Package Checklist

The student will present the required information in a manila folder to the main SMAD office with the student’s last name, first name and student identification number on the tab of the folder. The student must supply the folder.

Following the review by the SMAD Admission Committee, students will be notified about their acceptance into the major. If accepted, students will be eligible to register for SMAD courses. Students not accepted into the major will be notified and may reapply the following January or in a later January.

Change of Concentration
Students accepted into the major must pick a concentration. Students who wish to change concentrations after being accepted into the major may do so only during the annual application period. To change a concentration a letter must be submitted explaining why you want to change concentrations. This letter should be addressed to the Admission Committee and be no more than two pages in length. A Change of Concentration form must accompany the letter. A student, after consulting with his/her adviser and gaining approval of the admissions committee, will be permitted to change concentrations. There are no guarantees that the change request will be granted.

Minimum Grades
If a student enrolled in SMAD 101 is accepted in the major and makes an “F” in the course, the student will be dropped from the major and can reapply. If a student enrolled in SMAD 101 is accepted in the major and makes a “D+” or “D” in the course, the student may continue to take classes in the major; however, the student must retake SMAD 101 again in the next semester and earn at least a “C-.” Students are limited to taking SMAD 101 twice. Failure to achieve a grade of at least a C- after the second time will result in being dropped from the major and the student may not reapply. To graduate with a degree in media arts and design, a student must have a grade point average of 2.0 (“C”) or better in the major.

Limitations in Applied Courses
Of the 120 hours of course work required for graduation, a student may count no more than six hours of combined credit in SMAD 295 and SMAD 395, Practicums; SMAD 390, Directed Projects; and SMAD 495, Internship, toward a major in media arts and design.

http://www.jmu.edu/catalog/12
Degree and Major Requirements

A student must take a minimum of 36 hours in SMAD courses. In addition to courses from the School of Media Arts and Design, students must take at least 78 hours of course work outside the school.

Bachelor of Arts in Media Arts and Design

Degree Requirements

Required Courses

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>41</td>
</tr>
<tr>
<td>Foreign Language classes (intermediate level required)</td>
<td>0-14</td>
</tr>
<tr>
<td>Philosophy course</td>
<td>3</td>
</tr>
<tr>
<td>University electives</td>
<td>29-43</td>
</tr>
<tr>
<td>Major requirements (listed below)</td>
<td>36</td>
</tr>
</tbody>
</table>

Total: 120

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

2 The foreign language requirement may be satisfied by successful completion of the second semester of the intermediate level of the student's chosen language (typically 232) or by placing out of that language through the Department of Foreign Languages, Literatures and Cultures' placement test.

Bachelor of Science in Media Arts and Design

Degree Requirements

Required Courses

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>41</td>
</tr>
<tr>
<td>Quantitative requirement</td>
<td>3</td>
</tr>
<tr>
<td>Scientific Literacy requirement</td>
<td>3-4</td>
</tr>
<tr>
<td>University electives</td>
<td>39-40</td>
</tr>
<tr>
<td>Major requirements</td>
<td>36</td>
</tr>
</tbody>
</table>

Total: 120

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

2 In addition to course work taken to fulfill General Education requirement.

Bachelor of Science in Media Arts and Design

Major Requirements

Core Requirements

<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 101. Introduction to Media Arts and Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 201. Fundamental Skills in Media Arts and Design I</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 202. Fundamental Skills in Media Arts and Design II</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 301. The Media Arts: Culture by Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 400. Senior Assessment in Media Arts and Design</td>
<td>0</td>
</tr>
<tr>
<td>Choose one of the following programs:</td>
<td>24</td>
</tr>
<tr>
<td>Converged Media</td>
<td></td>
</tr>
<tr>
<td>Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>Digital Video and Cinema</td>
<td></td>
</tr>
<tr>
<td>Journalism</td>
<td></td>
</tr>
</tbody>
</table>

Total: 36

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.

2 These courses satisfy concentration requirements when the topic is appropriate.

3 Students may receive SMAD credit for either SMAD 472 or SMAD 472L, but not both.

http://www.jmu.edu/catalog/12
Recommended Schedule for Majors

First Year
- SMAD 101. Introduction to Media Arts and Design 3
- Cluster One courses 9
- General Education courses 18
- Total: 30

Second Year
- SMAD 201. Fundamental Skills in Media Arts and Design I 3
- SMAD 202. Fundamental Skills in Media Arts and Design II 3
- SMAD 231. Writing for New Media 3
- General Education courses 10-13
- University electives 8-11
- Total: 30

Third Year
- SMAD 301. The Media Arts: Culture by Design 3
- SMAD 330. New Media Law 3
- Corporate communication concentration elective 3
- University electives 18
- Total: 30

Fourth Year
- SMAD 404 or SMAD 408. Converged Media Lab 3
- SMAD 400. Writing for New Media or SMAD 407. Business and Management of Digital Media 3
- Converged media concentration critical analysis courses 6
- University electives 18
- Total: 30

Corporate Communication
This professionally-oriented program provides students with the principles and skills needed to develop, manage, and practice strategic, media-based communication within organizations. Class work, internships, and practical experience emphasize management principles and strategies used by corporations when communicating with organizational stakeholders. Students practice the media design and production skills necessary for developing and implementing strategic communication plans. Students planning careers in corporate communication should also obtain a broad liberal arts education to better understand the social, economic and symbolic factors that influence modern corporate communication.

Course Requirements

Concentration Core Requirements 12
(Required of all corporate communication concentrators.)
- SMAD 241. Introduction to Corporate Communication
- SMAD 341. Information and Communication Technologies
- SMAD 441. Corporate Communication Management
- Choose one of the following:
  - SMAD 330. New Media Law
  - SMAD 370. Mass Communication Law
  - SMAD 341. Information and Communication Technologies
- Corporate communication concentration elective 3
- University electives 18
- Total: 30

Digital Video and Cinema
This professionally-oriented program helps students develop practical skills in the converging media of high definition television and film, while instilling a critical understanding of how those media are used to tell stories, convey information and persuade audiences. The program offers preparation in writing, production and post-production within an ongoing examination of how new digital technologies are reshaping the commercial and artistic potential of visual media. Digital video and cinema students are encouraged to complement their concentration with a minor in film studies, creative writing, art or theatre.

Course Requirements

Concentration Core Requirements 12
(Required of all digital video and cinema concentrators.)
- SMAD 210. News Reporting and Writing
- SMAD 220. News Editing
- SMAD 225. Photodocumentary
- SMAD 250. Principles of Advertising
- SMAD 305. Topics in Media Arts and Design
- SMAD 307. Interactive Design for the Web
- SMAD 311. Feature Writing
- SMAD 322. News Media Journalism
- SMAD 332. Print Communication Design
- SMAD 356. Telecommunication Policy and Regulation
- SMAD 360L. British Media and Society
- SMAD 372. Media History
- SMAD 373. Media Analysis and Criticism
- SMAD 398. Critical Studies in Media Arts and Design
- SMAD 470. New Media and Society
- SMAD 472. Media and Politics
- SMAD 472L. British Media and Politics
- SMAD 498. Senior Seminar

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 These courses satisfy concentration requirements when the topic is appropriate.
3 Students may receive SMAD credit for either SMAD 472 or SMAD 472L, but not both.

http://www.jmu.edu/catalog/12
SMAD 302. HD Video Production 3
SMAD 407. Business and Management of Digital Media 3
Choose two of the following: 6
SMAD 303. HD Post Production
SMAD 304. Audio Production
SMAD 305. Topics in Media Arts and Design 2
SMAD 306. HD Studio Production
SMAD 307. Interactive Design for the Web I
SMAD 340. Advanced Screenplay Writing 1
SMAD 371. Narrative Media Studies
SMAD 402. HD Compositing and Special Effects
SMAD 405. Directing Video and Cinema
SMAD 462. Documentary in Film and TV
SMAD 463. Film Adaptations 2
or SMAD 463L. Film Adaptations: British Literature and Film 3
Choose two of the following: 6
SMAD 303L. British Media and Society
SMAD 371. Narrative Media Studies
SMAD 373. Media Analysis and Criticism
SMAD 398. Critical Studies in Media Arts and Design 2
SMAD 460. Movies and Society
SMAD 461. Movies as Art
SMAD 462. Documentary in Film and TV
SMAD 463. Film Adaptations 2
or SMAD 463L. Film Adaptations: British Literature and Film 3
SMAD 470. New Media and Society
SMAD 498. Senior Seminar

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 These courses satisfy concentration requirements when the topic is appropriate.
3 Students may receive SMAD credit for either SMAD 463 or SMAD 463L, but not both.

**Recommended Schedule for Majors**

### First Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 101. Introduction to Media Arts and Design</td>
<td>3</td>
</tr>
<tr>
<td>Cluster One courses</td>
<td>9</td>
</tr>
<tr>
<td>General Education courses</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 201. Fundamental Skills in Media Arts and Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 202. Fundamental Skills in Media Arts and Design II</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 250. Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>or SMAD 251. Screenplay Writing</td>
<td></td>
</tr>
<tr>
<td>General Education courses</td>
<td>10-13</td>
</tr>
<tr>
<td>University electives</td>
<td>8-11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

### Third Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 301. The Media Arts: Culture by Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 302. HD Video Production</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 330. New Media Law</td>
<td>3</td>
</tr>
<tr>
<td>or SMAD 370. Mass Communication Law</td>
<td></td>
</tr>
<tr>
<td>Digital video and cinema concentration elective</td>
<td>3</td>
</tr>
<tr>
<td>University electives</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

### Fourth Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 400. Senior Assessment in Media Arts and Design</td>
<td>0</td>
</tr>
<tr>
<td>SMAD 407. Business and Management of Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>Digital video and cinema concentration elective</td>
<td>3</td>
</tr>
<tr>
<td>Digital video and cinema concentration critical analysis courses</td>
<td>6</td>
</tr>
<tr>
<td>University electives</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

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**Journalism**

This professionally-oriented program enables students to develop reporting, writing, editing and production skills needed to work in magazines, newspapers, video/broadcast and new media journalism through course work, internships and other practical experiences. At the same time the program encourages students to obtain a broad liberal arts education so they will understand many of the issues facing contemporary society.

### Course Requirements

#### Concentration Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 210. News Reporting and Writing 1</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 309. Video Journalism</td>
<td>3</td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 310. Advanced Reporting and Writing</td>
<td></td>
</tr>
<tr>
<td>SMAD 311. Feature Writing</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 220. News Editing</td>
<td></td>
</tr>
<tr>
<td>SMAD 225. Photojournalism</td>
<td></td>
</tr>
<tr>
<td>SMAD 307. Interactive Design for the Web I</td>
<td></td>
</tr>
<tr>
<td>SMAD 332. Print Communication Design</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 330. New Media Law</td>
<td></td>
</tr>
<tr>
<td>SMAD 370. Mass Communication Law</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 321. Feature Magazine Production</td>
<td></td>
</tr>
<tr>
<td>SMAD 322. New Media Journalism</td>
<td></td>
</tr>
<tr>
<td>SMAD 409. Broadcast News Producing and Editing</td>
<td></td>
</tr>
<tr>
<td>SMAD 497. Advanced Projects in Media Arts and Design</td>
<td>(when topic is appropriate)</td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 372. Media History</td>
<td></td>
</tr>
<tr>
<td>SMAD 471. Media Ethics</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 356. Telecommunication Policy and Regulation</td>
<td></td>
</tr>
<tr>
<td>SMAD 360L. British Media and Society</td>
<td></td>
</tr>
<tr>
<td>SMAD 372. Media History</td>
<td></td>
</tr>
<tr>
<td>SMAD 373. Media Analysis and Criticism</td>
<td></td>
</tr>
<tr>
<td>SMAD 398. Critical Studies in Media Arts and Design 2</td>
<td></td>
</tr>
<tr>
<td>SMAD 462. Documentary in Film and Television</td>
<td></td>
</tr>
<tr>
<td>SMAD 470. New Media and Society</td>
<td></td>
</tr>
<tr>
<td>SMAD 471. Media Ethics</td>
<td></td>
</tr>
<tr>
<td>SMAD 472. Media and Politics 1</td>
<td></td>
</tr>
<tr>
<td>or SMAD 472L. British Media and Politics 3</td>
<td></td>
</tr>
<tr>
<td>SMAD 498. Senior Seminar</td>
<td></td>
</tr>
</tbody>
</table>

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 These courses satisfy concentration requirements when the topic is appropriate.
3 Students may receive SMAD credit for either SMAD 472 or SMAD 472L, but not both.

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http://www.jmu.edu/catalog/12
Recommended Schedule for Majors

First Year
- SMAD 101. Introduction to Media Arts and Design: 3 credit hours
- Cluster One courses: 9 credit hours
- General Education courses: 18 credit hours

Total: 30 credit hours

Second Year
- SMAD 201. Fundamental Skills in Media Arts and Design I: 3 credit hours
- SMAD 202. Fundamental Skills in Media Arts and Design II: 3 credit hours
- SMAD 210. News Reporting and Writing: 3 credit hours
- SMAD 220. News Editing: 3 credit hours
- or SMAD 309. Video Journalism: 3 credit hours
- General Education courses: 10-13 credit hours
- University electives: 5-8 credit hours

Total: 30 credit hours

Third Year
- SMAD 301. The Media Arts: Culture by Design: 3 credit hours
- SMAD 310. Advanced Reporting and Writing: 3 credit hours
- SMAD 330. New Media Law: 3 credit hours
- or SMAD 370. Mass Communication Law: 3 credit hours
- Journalism concentration elective: 3 credit hours
- University electives: 18 credit hours

Total: 30 credit hours

Fourth Year
- Choose one of the following: 3 credit hours
  - SMAD 321. Feature Magazine Production
  - SMAD 322. New Media Journalism
  - SMAD 409. Electronic News Gathering and Producing
- SMAD 400. Senior Assessment in Media Arts and Design: 0 credit hours
- SMAD critical analysis courses: 6 credit hours
- University electives: 21 credit hours

Total: 30 credit hours

Teaching Licensure

In addition to the general education and academic major requirements, media arts and design majors desiring to add an endorsement in journalism to a secondary teacher license in another content area must be admitted to teacher education, complete the pre-professional program in secondary education at the undergraduate level and complete the graduate level Master of Arts in Teaching degree.

It is critical that students seeking licensure consult regularly with both their education adviser and their major adviser to support their progression through the programs. For a full description of the program in secondary teaching, refer to the Department of Middle, Secondary and Mathematics Education.

Minor Requirements

British Communication and Media Minor

The cross disciplinary British communication and media minor enables students to expand their knowledge of communication and media in Great Britain and to enhance their appreciation of the impact culture has on communication and media. Students must participate in the JMU Semester or Summer in London program to complete this minor. For more detailed information on this cross disciplinary minor, refer to the “Cross Disciplinary Programs” section of the catalog.

Creative Writing Minor

The cross disciplinary minor in creative writing is designed to give students an opportunity to develop their writing talents across a number of literary forms and communication contexts. For more detailed information on this cross disciplinary minor, refer to the “Cross Disciplinary Programs” section of the catalog.

Film Studies Minor

The cross disciplinary minor in film studies is designed for students who wish to extend their critical understanding of visual communication and narrative form by studying how movies tell stories, convey information and influence audiences. For more detailed information on this cross disciplinary minor, refer to the “Cross Disciplinary Programs” section of the catalog.

Political Communication Minor

The program in political communication is designed for those students wishing to supplement their major programs with an emphasis on communication skills, knowledge and abilities specifically relevant to participation in political environments. For more detailed information on this cross disciplinary minor, refer to the “Cross Disciplinary Programs” section of the catalog.

Sport Communication Minor

This minor consists of course work offered in communications, media arts and design, and kinesiology for students with an interest in sports media and communication. For more information, see the Department of Kinesiology’s Sport Communication Minor.

Telecommunications Minor

The cross disciplinary minor in telecommunications is designed to augment the student’s major program with a package of courses that will prepare the graduate to obtain a position as a telecommunication/ network professional and fill a societal need in one of the fastest growing areas of technology. For more detailed information on this cross disciplinary minor, refer to “Cross Disciplinary Programs” section of the catalog.

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