



## Major: Games and Interactive Media, Marketing and Communication Concentration

### Required Courses:

Course number	Course title	Credit hours
BUS 2003	Marketing	4
ECM 2210	Game Studies and Esports	4
Choose three from these Gaming courses: ECM 2220 ECM 2230 ECM 2240 ECM 2250 ECM 2260 ECM 2270 ECM 2280	Games and Society Controversies in Gaming Game Design Fundamentals Game Storytelling and Narrative AR and VR: Creating Immersive Experiences Games/Media Game Studio (1-4 hour course; may be repeated to total 4 hours)	8
Choose one from these Interactive Media courses: ART 1310 ART 2602 ECM 2400 ECM 2600 ECM 2810 ECM 2820 ECM 2830 ECM 2840	3-D Foundations Graphic Design Media Writing and Ethics Media and Culture New Media Studies Web Authoring and Usability Social Media and Reputation Management Sports and Media	4
Choose at least one from these Professional and Career Exploration courses: CLD 3100 ECM 2410 ECM 2740 ECM 3800 ____ 3800	Experiencing Career and Life Directions (2 credits) Student Publications Practicum (1-2 hour course; may be repeated to total 2 hours) Communications Practicum (1-2 hour course; may be repeated to total 2 hours) Internship (1-4 hour course) Internship (relevant to the major in another academic department; 1-2 hour course)	4
ECM 4300	Grammar and Linguistics	4
Choose one from these Media Production courses: ECM 2700 ECM 2720 ECM 4700	Media Production Podcasting Digital Videography	4
ECM 4910	Capstone Project	4

KIN 3330	Psychological Aspects of Exercise and Sport	4
Take two courses from these Business, Organization, and Communication courses: BUS 1100 BUS 2002 BUS 2720 ECO 1050 ECM 2740 ECM 2810 ECM 2820 ECM 2830 ECM 2840 KIN 3360	Introduction to Business Organizational Behavior and Management Descriptive Business Analytics Principles of Economics Communication Practicum (1-2 hour course; may be repeated to total 4 hours) New Media Studies Web Authoring and Usability Social Media and Reputation Management Sports and Media Let's Build a Sports Organization: Organization, Management, and Legal Aspects of Sport	8
Choose one from these Conversation and Communication courses: ECM 2310 ECM 2350 ECM 2720 THE 2010 THE 2050	Improving Conversation and Communication Verse and Voice: Discovering the Poet in You Podcasting Public Speaking Introduction to Acting	4

**Total minimal hours = 52 for B.A. degree**