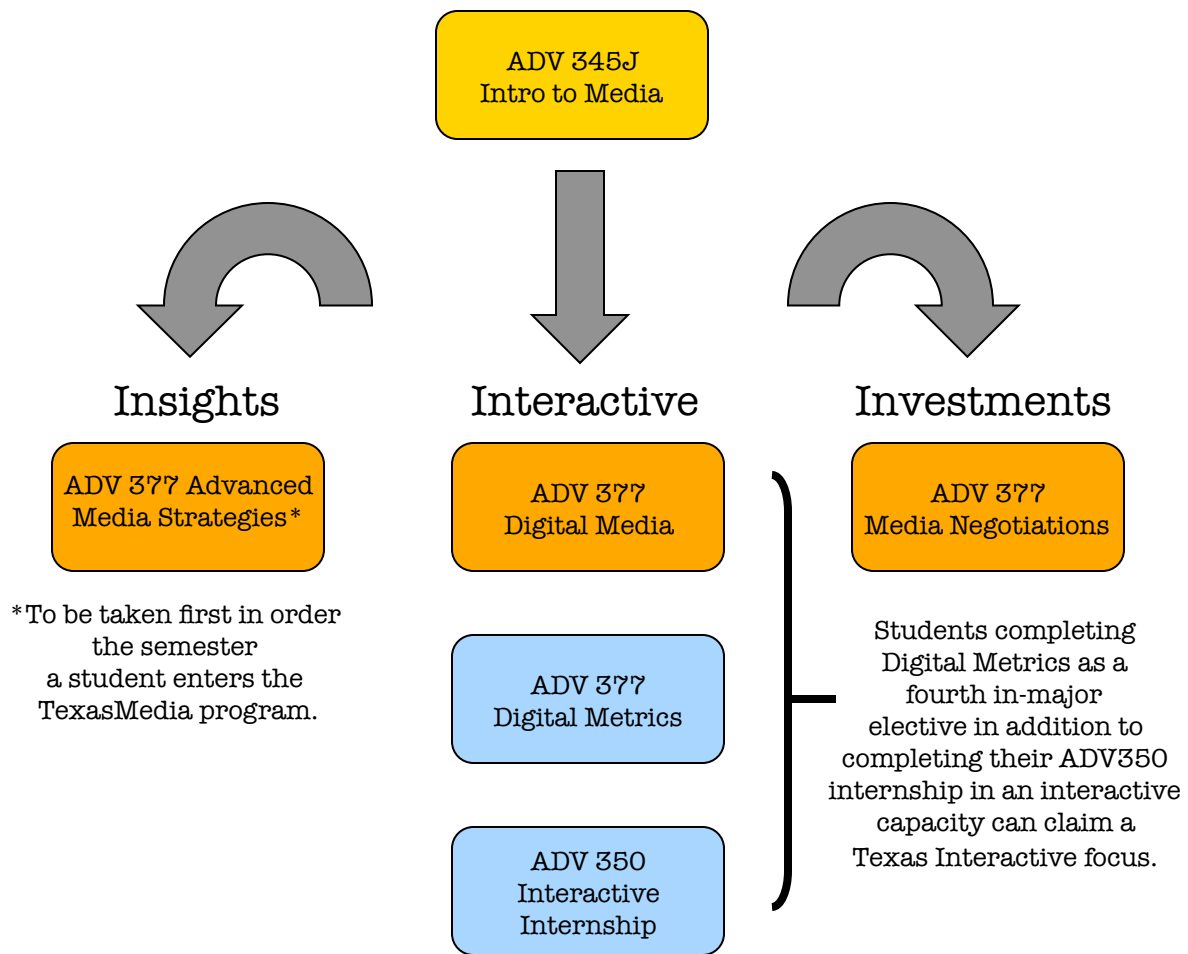


Texas Media Undergraduate Level

After completion of Intro to Media and acceptance into the program, students must take one course in each of three key foundational areas, including Advanced Media Strategies*, Digital Media and Media Negotiations.

These courses qualify for three required in-major electives.



Additional Recommendations for Media Students:

- Completion of a Business Foundations Certificate.
- Participation in an internship [ADV 350] in a media capacity.
- Taking additional media courses as electives, including Digital Metrics or others being offered in rotation from the following list as time and course loads permit:

ADV 378
Insights & Analysis
[Media Research]

ADV 378 Online
Consumer Behavior
[OC Research]

ADV 377
Psychology
of Gaming

A media-centric
Maymester
abroad