

ECON201 Principles of Macroeconomics (3 hrs)
 MKTG360 Principles of Marketing (3 hrs)
 MKTG363 Retailing (3 hrs)
 COUN450 An Introduction: Counseling Concepts and Skills (3 hrs)
 HLED210 Standard American Red Cross First Aid (2 hrs)
 CTAS121/124 Fundamentals of Speech (2/3 hrs)
 CTAC225 Listening Behavior (3 hrs)
 CTAC226 Nonverbal Communication (3 hrs)
 CTAC227 Interpersonal Communication (3 hrs)

Pre-Pharmacy (PPHM)

Two years of college work (60 transferable hours, including the courses listed below) are required for admission to a professional school of pharmacy. Some schools have additional required or recommended courses.

Programs in pharmacy require two to four additional years of study after acceptance into the program. Clinical experience is required for some, especially doctoral programs.

Recommended Courses

CHEM121/122 General Chemistry I with lab (4 hrs)
 CHEM123/124 General Chemistry II with lab (4 hrs)
 CHEM371 Organic Chemistry I (3 hrs)
 CHEM372 Organic Chemistry II (3 hrs)
 CHEM373 Organic Chemistry Laboratory (2 hrs)
 MATH120 Calculus I (4 hrs)
 ENGL121 Composition II: Researching the Public Experience (3 hrs)
 One biology course with a lab (Some schools require additional courses.)
 Two social science courses
 Two humanities courses (two foreign language courses may be substituted.)

DEPARTMENT OF COMMUNICATION AND THEATRE ARTS

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See page 266 for course descriptions.

The Department of Communication and Theatre Arts provides students with communication and performance skills fundamental to careers in broadcasting, theatre, teaching, public relations, sales and such related professions as law and the ministry. Communication theory and practice are explored in various course offerings in interpersonal, small group, organizational and public communication. Production and performance theories and techniques emphasized in telecommunications and film studies are enhanced by practical experiences at two campus radio stations (WEMU-FM and WQBR), in closed-circuit TV studios and through internships and co-ops in the professional field. The arts management and communication technology curricula require business studies in addition to aesthetic and pragmatic communication skills. All the department's programs, including forensics, interpretation/performance studies, theatre arts and dramatic productions for the young, provide students with opportunities for developing such personal qualities as creativity, leadership, self-expression and social responsibility.

Advising is initiated by students with a personal adviser who shares the student's interests and objectives. Coordinators should be consulted by each prospective major or minor student.

Graduate study leads to a master of arts in communication; a master of arts emphasizing interpretation/performance studies; a master of arts in drama/theatre for the young or a master of fine arts in drama/theatre for the young; and a master of arts in theatre arts. For descriptions of graduate courses and programs in the Department of Communication and Theatre Arts, consult the graduate catalog.

ARTS MANAGEMENT MAJOR (ARTM)

The arts management curriculum provides career training and practical experience for those with a passion for the arts and whose talents are in the field of administration and/or marketing. The arts manager not only must develop a variety of management skills but also must maintain a high degree of sensitivity to aesthetics.

Students are provided a broad background in all of the arts with an opportunity to study a specific art in more depth. Additionally, each student gains vital practical experience working in the arts during internships on the University campus and in an approved off-campus professional arts organization.

Training in the arts is combined with the development of skills in accounting, advertising, personnel management, labor relations and various other areas of business through a program of study that includes management and marketing. Graduates are equipped to enter the arts management field or to pursue further study in arts administration.

Because the arts management field is rapidly evolving, it is advantageous for the student to maintain regular contact with an adviser during their entire program to avoid unnecessary difficulties before and after completion of the program. Arts institutions vary in their personnel needs.

EMU's arts management curriculum is divided into four sections: general education requirements, arts management major, a management or marketing minor (see College of Business) and two internships.

General Education Requirements 45 hours

Area I Symbolics and Communication

1. See page 23
2. See page 23
3. See page 23
4. See page 23
5. See page 23

Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

Area III Social Sciences

1. See page 24
2. See page 24
3. See page 24
4. See page 24

Area IV Arts and Humanities

1. See page 25
2. See page 25
3. See page 25
4. One course from the following:
 - *CTAR150 Introduction to Theatre
 - *ART107 Art History Survey I
 - *ART108 Art History Survey II
 - *MUSC107 Music Appreciation

Physical Education/Graduation Requirement 2 hours

Major Requirements 35 hours

Required Courses 25 hours
 Arts Fundamentals 16 hours
 *CTAR150 Introduction to Theatre (3 hrs)

- CTAR155 Producing Theatre (3 hrs)
- *ART107 Art History Survey I (3 hrs)
- *ART108 Art History Survey II (3 hrs)
- *MUSC107 Music Appreciation (2 hrs)
- DANC102 Modern Dance (2 hrs)

Media and Arts Management 9 hours

- CTAT334 Radio-Television News (3 hrs)
- CTAR452 Arts Management (3 hrs)
- JRNL215 News Writing and Reporting (3 hrs)

Restrictive Elective Courses 10 hours

One course from each of the following areas: academic dance, art, music, theatre.

Strongly Recommended Elective Courses

- CTAR453 Marketing the Arts (3 hrs)
- CTAR454 Law, Public Policy and the Arts (3 hrs)
- A course in technical theatre

Internships..... 2 hours

Two are required for this major: a one-semester, on-campus internship and a one-semester practicum with an approved off-campus arts institution. Application procedures and minimum requirements for credit should be obtained from the advising coordinator not later than the first semester of the junior year.

On-campus internships are approved part-time work as a member of the management staff of such EMU arts institutions as the Ford Gallery or EMU Dancers.

Practica are available to the junior/senior-level student who has a minimum GPA of 2.5 in the arts management curriculum.

Minor Requirements 21 hours

Select from either management or marketing in consultation with the arts management advising coordinator.

University Elective Courses 19 hours

Program Total 124 hours

Note:

*This course satisfies both a general education and a major requirement.

COMMUNICATION MAJOR (COMM)

General Education Requirements 42 hours

Area I Symbolics and Communication

1. See page 23
2. One course from the following:
 - *CTAS121 Fundamentals of Speech
 - *CTAS124 Fundamentals of Speech
3. CTAC227 Interpersonal Communication*
4. See page 23
5. See page 23

Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

Area III Social Sciences

1. See page 24
2. See page 24
3. See page 24
4. See page 24

Area IV Arts and Humanities

1. See page 25
2. See page 25
3. See page 25
4. See page 25

Physical Education/Graduation Requirement 2 hours

Major Requirements..... 35 hours

Required Courses 23 hours

- *CTAC227 Interpersonal Communication (3 hrs)
- CTAC354 Organizational Communication (3 hrs)
- CTAC359 Small Group Communication (3 hrs)

One course from the following:

- *CTAS121 Fundamentals of Speech (2 hrs)
- *CTAS124 Fundamentals of Speech (3 hrs)

One course from the following:

- CTAC224 Public Speaking (3 hrs)
- CTAC350 Persuasion (3 hrs)

One course from the following:

- CTAC374 Intercultural Communication (3 hrs)
- CTAC375 Interracial/Interethnic Communication (3 hrs)

Two courses from the following:

- CTAC440 Public Discourse Analysis (3 hrs)
- CTAC460 Theories of Speech Criticism (3 hrs)
- CTAC475 Research in Speech Communication (3 hrs)
- CTAC485 Communication Theory (3 hrs)

Restricted Elective Courses 12 hours

Twelve hours from the list of restricted elective courses below that were not selected as a required course above:

- CTAC224 Public Speaking (3 hrs)
- CTAC225 Listening Behavior (3 hrs)
- CTAC226 Nonverbal Communication (3 hrs)
- CTAC350 Persuasion (3 hrs)
- CTAC352 Communication in Negotiation (3 hrs)
- CTAC356 Argumentation and Debate (3 hrs)
- CTAC357 Interviewing as Communication (3 hrs)
- CTAC360 Gender Communication (3 hrs)
- CTAC370 Nonprofit Organizational Communication (3 hrs)
- CTAC372 Assertive Communication (3 hrs)
- CTAC373 Family Communication (3 hrs)
- CTAC374 Intercultural Communication (3 hrs)
- CTAC375 Interracial/Interethnic Communication (3 hrs)
- CTAC376 Communication and Conflict Resolution (3 hrs)
- CTAC379 Special Topics (3 hrs)
- CTAC440 Public Discourse Analysis (3 hrs)
- CTAC460 Theories of Speech Criticism (3 hrs)
- CTAC475 Research in Speech Communication (3 hrs)
- CTAC485 Communication Theory (3 hrs)

A maximum of six hours from the following courses:

- CTAA166/266/366/466 Forensics (1/1/1/1 hr)
- CTAC387/388/389 Cooperative Education in Communication (1/2/3 hrs)
- CTAC487/488/489 Internship in Communication (1/2/3 hrs)
- CTAC497/498/499 Independent Study (1/2/3 hrs)

One course from the following may be substituted for a Restricted Elective:

- CTAO205 Voice and Articulation (3 hrs)
- CTAO210 Interpretative Reading (3 hrs)
- CTAT241 Radio-Television-Film Announcing (3 hrs)

Minor Requirements 20 hours

University Elective Courses 25 hours

Program Total 124 hours

Note:

*This course satisfies both a general education and a major requirement.