

School of Journalism

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The School of Journalism offers work leading to the Bachelor of Science degree with a major in Mass Communication and concentrations in Advertising-Public Relations, Media Design and Graphics, or Journalism (newspaper/magazine). A total of 37-39 hours of course-work is required for the major in the School of Journalism. A minimum of 80 hours must be taken outside the college, with at least 65 hours in the liberal arts and sciences. Students outside the college may choose to minor in Mass Communication with an emphasis in any of the School of Journalism's concentrations.

Transfer credit of up to 12 semester hours toward the major or minor is allowed after careful review of catalog course descriptions. The School of Journalism will not normally grant transfer credit for courses taken at institutions not accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

Freshmen/sophomores in all concentrations should follow this general outline of courses; selection of junior and senior courses should be made in consultation with the advisor. Majors must have a C (2.00) or better in all mass communication courses.

Recommended Curriculum

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
COMM 2200 (Comm)	3	HUM 2610 (Hum/FA)	3
Natural Sciences (2 prefixes)	8	Social/Behavioral Sciences	
JOUR 1020, 2710	6	(2 prefixes)	6
Humanities and/or		HIST 2010, 2020, or 2030	6
Fine Arts (2 prefixes)	6	Consult advisor for course(s)	
	29	in major	3-6
		Mathematics	3
		Minor electives*	6
			27-30

All students in the School of Journalism are required to complete two 15-18 hour minors, at least one of which must be in the liberal arts and sciences. Students in any School of Journalism concentration may **not minor in any area of the College of Mass Communication. A computer literacy course is required.*

Concentration: Advertising-Public Relations

Advertising and public relations are distinct fields; these programs help students prepare for positions in advertising agencies and departments, media sales and management, advertising production and design, public relations agencies and departments, and organizational and employee relations.

Advertising

Although students in advertising are primarily oriented toward either the creative or management side of the business, they essentially take the same courses in advertising. Creative students usually minor in liberal arts areas such as English and art. In addition to the required liberal arts minor, management students usually complete their second minor in a business area such as marketing.

Advertising students take the following required courses. **Students should check the prerequisites for each course.**

Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/EMC/RIM 1020
JOUR 2710
ADV 3020
ENGL 1010 and 1020
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Advertising Required Courses:

Foundations (6 credits)

JOUR 1020 American Media and Social Institutions
JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (12 credits)

JOUR 2710 Media Writing
ADV 4160 Advertising Copywriting
Plus two of the following:

GRAF 2950 Media Design Applications
PR 3360 Public Relations Communication
PR 3380 Public Relations Publications

Conceptual (9 credits)

ADV 3020 Survey of Advertising
Choose two:

GRAF 2010 Media Design and Visual Language
JOUR 3510 Media History and American Culture
JOUR 4250 Mass Media Law
JOUR 4210 Mass Communication and Society
JOUR 4660 Mass Media Research
JOUR 4780 Media and Markets
JOUR 4790 Global News and World Media Cultures
JOUR 4800 Seminar in Media Issues
JOUR 4850 Ethics and Mass Communication

Professional Topics (6 credits)

ADV 3480 Advertising Media Planning
ADV 4230 Advertising Management

Special/Senior Topics (3 credits)

ADV 4170 Advertising Campaigns

Practicum/Internship or Upper-Division Elective (1-3 credits)

JOUR 3580 MC Practicum
JOUR 4000 MC Internship
Journalism upper-division elective

Total hours in the college: 37-39

Public Relations

Students in public relations may choose the general program or a specialty in the recording industry; both programs require 37-39 credits. By the junior year, students should choose one minor in the liberal arts and sciences, plus 15 hours, approved by their major advisors, in the Jennings A. Jones College of Business. With permission of the advisor or the director of the School of Journalism, a student may replace the 15 hours in the Jennings A. Jones College of Business with a minor in the basic or applied sciences or a second minor in the liberal arts and sciences.

Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/EMC/RIM 1020
JOUR 2710
PR 3040
ENGL 1010 and 1020
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Public Relations Required Courses:

Foundations (6 credits)

JOUR 1020 American Media and Social Institutions
JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (15 credits)

Writing

JOUR 2710 Media Writing
PR 3360 Public Relations Communication

Choose one:

JOUR 3530 Feature Writing
JOUR 3450 Editing
JOUR 3520 Specialized Journalism

Design

GRAF 2010 Media Design and Visual Language
Choose one:

GRAF 2950 Media Design Applications
PR 3380 Public Relations Publications

Conceptual (9 credits)

PR 3040 Public Relations Principles

Choose two:

ADV 3020 Survey of Advertising
JOUR 3510 Media History and American Culture
JOUR 4250 Mass Media Law
JOUR 4210 Mass Communication and Society
JOUR 4660 Mass Media Research
JOUR 4780 Media and Markets
JOUR 4790 Global News and World Media Cultures
JOUR 4800 Seminar in Media Issues
JOUR 4850 Ethics and Mass Communication

Professional Topics (3 credits)*Choose one:*

- PR 3400 Case Studies in Public Relations
 GRAF 3910 Basic Media Design
 JOUR 3090 Reporting

Senior Topics (3 credits)

- PR 4740 Public Relations Campaigns

Internship/Practicum or Upper-Division Elective (1-3 credits)*Choose one:*

- JOUR 3580 MC Practicum
 JOUR 4000 MC Internship
 JOUR upper-division elective

Total hours in the college: 37-39**Public Relations/Recording Industry Specialty Required Courses: Foundations (6 credits)**

- JOUR 1020 American Media and Social Institutions
 JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (15 credits)**Writing**

- JOUR 2710 Media Writing
 PR 3360 Public Relations Communication
 RIM 3770 Publicity in the Recording Industry

Design

- GRAF 2010 Media Design and Visual Language

Choose one:

- PR 3380 Public Relations Publications
 GRAF 2950 Media Design Applications

Conceptual (9 credits)

- PR 3040 Public Relations Principles
 RIM 3600 Survey of the Recording Industry
Choose one:
 ADV 3020 Survey of Advertising
 JOUR 3510 Media History and American Culture
 JOUR 4250 Mass Media Law
 JOUR 4210 Mass Communication and Society
 JOUR 4660 Mass Media Research
 JOUR 4780 Media and Markets
 JOUR 4790 Global News and World Media Cultures
 JOUR 4800 Seminar in Media Issues
 JOUR 4850 Ethics and Mass Communication

Professional Topics (3 credits)*Choose one:*

- GRAF 3910 Basic Media Design
 JOUR 3450 Editing
 JOUR 3530 Feature Writing
 PR 3400 Case Studies in Public Relations
 RIM 3720 Artist Management
 RIM 4320 Concert Promotion and Touring
 RIM 3890 International Recording Industry
 RIM 4620 Marketing of Recordings

Senior Topics (3 credits)

- PR 4740 Public Relations Campaigns

Internship/Practicum or Upper-Division Elective (1-3 credits)*Choose one:*

- Journalism elective
 JOUR 3580 MC Practicum
 JOUR 4000 MC Internship/
 RIM 4000 Recording Industry Internship: Business

Total hours in the college: 37-39**Concentration: Media Design and Graphics**

Media Design and Graphics involves all the elements of visual communication, from traditional typography to digitized design for newsletters, newspapers, magazines, and the Web. The sequence's main emphasis is publication design, including print and interactive media that deliver information, opinion, and entertainment via printed publications ranging from informational graphics, brochures, books, magazines, and newspapers to the digital production in various multimedia forms, including the Internet.

Media Design and Graphics students take the following required courses. **Students should check the prerequisites for each course.**

Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710
 GRAF 2010
 ENGL 1010 and 1020
 Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

Media Design and Graphics Required Courses:**Foundations (6 credits)**

- JOUR 1020 American Media and Social Institutions
 JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (12 credits)**Writing (9 credits)**

- JOUR 2710 Media Writing
 JOUR 3450 Editing

Choose one:

- JOUR 3090 Reporting
 JOUR 3530 Feature Writing
 EMC 3020 Writing for the Electronic Media
 EMC 3060 Writing for Digital Media

Design

- GRAF 3910 Basic Media Design (Media Design and Graphics concentration)

Conceptual Topics (12 credits)

- GRAF 2010 Media Design and Visual Language
Choose three:
 JOUR 3510 Media History and American Culture
 JOUR 4250 Mass Media Law
 JOUR 4210 Mass Communication and Society
 JOUR 4660 Mass Media Research
 JOUR 4780 Media and Markets
 JOUR 4790 Global News and World Media Cultures
 JOUR 4850 Ethics and Mass Communication
 PHOT 4190 Ethics and Law for Visual Communicators

Senior Topic (6 credits)

- GRAF 4010 Publication Design
 GRAF 4180 Advanced Media Design

Internship (1-3 credits)*Choose one or a combination of not more than 3 hours total*

- JOUR 3580 MC Practicum
 JOUR 4000 MC Internship
 Journalism upper-division elective

Total hours in the college: 37-39

Concentration: Journalism

The concentration in Journalism offers preparation for students who wish to be news reporters, copy editors, feature writers, editorial writers, and freelance magazine writers. **Students should check the prerequisites for each course.**

Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/EMC/RIM 1020
JOUR 2710
JOUR 3090
ENGL 1010 and 1020
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.



Journalism Required Courses:

Foundations (6 credits)

- JOUR 1020 American Media and Social Institutions
JOUR 3650 Free Expression, Mass Media, and the American Public

Writing/Design (12 credits)

- JOUR 2710 Media Writing
JOUR 3090 Reporting
Choose one:
JOUR 3530 Feature Writing
JOUR 4440 Advanced Reporting
Choose one:
JOUR 3450 Editing
GRAF 2950 Media Design Applications

Conceptual (12 credits)

- Choose four:*
GRAF 2010 Media Design and Visual Language
JOUR 3510 Media History and American Culture
JOUR 4250 Mass Media Law
JOUR 4210 Mass Communication and Society
JOUR 4660 Mass Media Research
JOUR 4780 Media and Markets
JOUR 4790 Global News and World Media Cultures
JOUR 4850 Ethics and Mass Communication

Professional Topics (3 credits)

- Choose one:*
JOUR 3520 Specialized Journalism
JOUR 3590 Magazine Writing and Editing
JOUR 4300 Reviewing and Criticism

Special/Senior Topics (3 credits)

- JOUR 4800 Seminar in Media Issues

Practicum/Internship (1-3 credits)

- Choose one:*
JOUR 3580 MC Practicum
JOUR 4000 MC Internship

Total hours in the college: 37-39

Minor in Art for Mass Communication Students

Students majoring in Mass Communication programs take the following sequence for the Art minor: ART 1610, 1620, 1630, 1640, and two studio or art history classes, one of which must be upper division and taken in residence. Media Design and Graphics students have the option of substituting ART 1910 or 1920 for ART 1640.

Courses in Advertising [ADV]

See back of catalog for course descriptions.

Courses in Media Design and Graphics [GRAF]

See back of catalog for course descriptions.

Courses in Journalism [JOUR]

See back of catalog for course descriptions.

Courses in Public Relations [PR]

See back of catalog for course descriptions.