# Journalism and Media Communication, Bachelor of Arts

## Requirements

### Core Courses for All Journalism and Media Communication Majors

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JMC 1500</td>
<td>INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>JMC 2000</td>
<td>INFORMATION LITERACY FOR COMMUNICATION PROFESSIONALS</td>
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<tr>
<td>JMC 2100</td>
<td>MEDIA WRITING LABORATORY</td>
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<tr>
<td>JMC 2104</td>
<td>MEDIA WRITING LECTURE</td>
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<tr>
<td>JMC 2200</td>
<td>MEDIA STORYTELLING I</td>
<td>3</td>
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<tr>
<td>JMC 2300</td>
<td>MEDIA STORYTELLING II</td>
<td>3</td>
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<tr>
<td>JMC/CMST 4960</td>
<td>INTERNSHIP AND CAREER PREPARATION SEMINAR</td>
<td>1</td>
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<tr>
<td>JMC/CMST 4970</td>
<td>INTERNSHIP EXPERIENCE</td>
<td>1</td>
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<tr>
<td>JMC 4410</td>
<td>JOURNALISM AND MEDIA COMMUNICATION CAPSTONE I</td>
<td>3</td>
</tr>
<tr>
<td>JMC 4450</td>
<td>JOURNALISM AND MEDIA COMMUNICATION CAPSTONE II</td>
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</table>

JMC 4460 Capstone II not required for PR/Advertising Sequence Students

Instead of JMC 4460 Capstone II, PR/Advertising students select one of the following advanced writing and editing courses:

- JMC 2160 CRITICAL WRITING FOR THE MASS MEDIA
- JMC 3400 MAGAZINE ARTICLE WRITING
- JMC 3410 MAGAZINE EDITING, DESIGN AND PRODUCTION
- JMC 4040 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT
- JMC 4220 LITERARY JOURNALISM
- JMC 4390 MEDIA ENTREPRENEURSHIP
- JMC 4420 SPORTS WRITING
- JMC 4990 ADVANCED COMMUNICATION PRACTICUM

For those who entered the School before August 2019, these substitutions will be made in Degree Works.

Research class:

- JMC 3350 MEDIA COMMUNICATION RESEARCH | 3

Select two communication studies (CMST) classes with advisor | 6

### Sequences

Select one of three concentrations | 24

### Additional Bachelor of Arts Requirement

- Foreign Language | 16
- Total Credits | 76

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### Creative Media Concentration

<table>
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<tbody>
<tr>
<td>JMC 2320</td>
<td>VIDEO FIELD PRODUCTION</td>
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</tr>
<tr>
<td>JMC 2370</td>
<td>RADIO/AUDIO I</td>
<td>3</td>
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<tr>
<td>JMC 3320</td>
<td>VIDEO FIELD AND STUDIO PRODUCTION</td>
<td>3</td>
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<tr>
<td>JMC 3370</td>
<td>RADIO/AUDIO II</td>
<td>3</td>
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Select two JMC electives with adviser | 6

Select two of the following Critical-thinking classes with adviser:

- JMC 3700 INTRODUCTION TO VISUAL COMMUNICATION AND CULTURE | 6
- JMC 4010 HISTORY OF MASS COMMUNICATION
- JMC 4040 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT
- JMC 4240 PUBLIC RELATIONS CASE STUDIES
- JMC 4260 MEDIA RELATIONS
- JMC 4310 MEDIA & POLITICS
- JMC 4380 FILM THEORY AND CRITICISM
- JMC 4390 MEDIA ENTREPRENEURSHIP
- JMC 4400 MASS MEDIA ETHICS
- JMC 4430 GLOBAL MEDIA COMMUNICATION
- JMC 4500 MASS COMMUNICATION AND PUBLIC OPINION
- JMC 4920 MEDIA LITERACY

Total Credits | 24

### Journalism Concentration

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<tr>
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<tr>
<td>JMC 2150</td>
<td>NEWS WRITING AND REPORTING</td>
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<tr>
<td>JMC 3030</td>
<td>ELECTRONIC NEWS WRITING AND REPORTING</td>
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<tr>
<td>JMC 3330</td>
<td>TELEVISION NEWS VIDEO</td>
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Select one of the following JMC advanced writing and editing classes with adviser: | 3

- JMC 2160 EDITING PRINCIPLES
- JMC 3400 MAGAZINE ARTICLE WRITING
- JMC 3220 CRITICAL WRITING FOR THE MASS MEDIA
- JMC 4220 LITERARY JOURNALISM
- JMC 3270 PUBLIC AFFAIRS REPORTING
- JMC 4420 SPORTS WRITING

Select two JMC electives with adviser | 6

Select two of the following Critical-thinking classes with adviser: | 6

- JMC 3700 INTRODUCTION TO VISUAL COMMUNICATION AND CULTURE
- JMC 4010 HISTORY OF MASS COMMUNICATION
- JMC 4040 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT
- JMC 4240 PUBLIC RELATIONS CASE STUDIES
- JMC 4260 MEDIA RELATIONS
- JMC 4310 MEDIA & POLITICS
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Total Credits 24

**Public Relations and Advertising Concentration**

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<td>JMC 4250</td>
<td>STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING</td>
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<tr>
<td>JMC 3500</td>
<td>PR AND ADVERTISING DESIGN</td>
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<td>JMC 3620</td>
<td>PRINCIPLES OF CREATIVE ADVERTISING</td>
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<td>JMC 3230</td>
<td>PRINCIPLES OF PUBLIC RELATIONS</td>
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