

PROGRAMS IN JOURNALISM AND MASS COMMUNICATION

Specific Requirements for Admission to the Journalism Major: None.

B. A., Major in Journalism: 35 Credits*Course Requirements**The following JMC courses are required for all tracks. In addition, the student must choose one track.***(All of the following:)**

JMC 215	Introduction to Mass Communication Technology	2 credits
JMC 219	News Reporting	3 credits
JMC 335	History of American Mass Media	3 credits
JMC 379	Print Design	3 credits
JMC 382	Web Design	3 credits
JMC 438	Media Ethics	3 credits
JMC 529	Law of Mass Communication	3 credits

*Advertising Track***(All of the following:)**

JMC 313	Principles of Advertising	3 credits
JMC 331	Editing	3 credits
JMC 347	Advertising Campaigns I	3 credits
JMC 433	Advertising Copy Writing	3 credits
JMC 440	Media Research	3 credits

*News Track***(All of the following:)**

JMC 331	Editing	3 credits
JMC 440	Media Research	3 credits
JMC 477	Advanced News Production	1-3 credits

(One of the following:)

JMC 325	Digital Video Photography	3 credits
JMC 375	Photojournalism I	3 credits

(One of the following three writing classes:)

JMC 321	Advanced Reporting	3 credits
JMC 322	Feature Writing	3 credits
JMC 326	Sportswriting	3 credits

*Photo Journalism Track***(All of the following:)**

JMC 325	Digital Video Photography	3 credits
JMC 375	Photojournalism I	3 credits
JMC 377	Photojournalism III: Editorial Illustration	3 credits
JMC 378	Photojournalism II: Picture Editing	3 credits
JMC 381	Computer Illustration	3 credits

*Public Relations Track***(All of the following:)**

JMC 323	Principles of Public Relations	3 credits
JMC 331	Editing	3 credits
JMC 341	Public Relations Writing	3 credits
JMC 440	Media Research	3 credits

(One of the following:)

JMC 339	Case Studies in Public Relations	3 credits
JMC 350	Public Relations Campaigns	3 credits

*Digital/New Media Track***(All of the following:)**

JMC 325	Digital Video Photography	3 credits
JMC 381	Computer Illustration	3 credits
JMC 423	Interactive Multimedia Design	3 credits
JMC 424	Typography and Advanced Projects	3 credits
JMC 425	3D Graphics and Animation	3 credits