Bachelor of Arts in Journalism: Sample Curriculum

**FIRST YEAR**

**Fall**
- MCOM 1300, Intro. to Mass Comm. 3
- POLS 1301, American Gov. 3
- ENGL 1301, Essentials of Coll. Rhetoric 3
- MATH 1330, 1320, or 1331† 3
- Life & Physical Sciences* 4
- MCOM 1100, Success in Media & Comm. 1

**Spring**
- JOUR 2320, Principles of Journalism 3
- POLS 2302, American Public Policy 3
- ENGL 1302, Advanced College Rhetoric 3
- MATH 2300 or 2345 or 1331† 3
- Life & Physical Sciences* 4
- MCOM 1100, Success in Media & Comm. 1

**TOTAL** 17 17 16

**SECOND YEAR**

**Fall**
- JOUR 2310, News Writing 3
- MCOM 2310, Prof. Communication 3
- ENGL 2000-Level Literature 3
- ECO 2305, Principles of Economics‡ 3
- HIST 2300, History of U.S. to 1877 3

**Spring**
- MCOM 3320, Mass Comm. Law 3
- JOUR 3310, News Presentation I 3
- JOUR 3312, Reporting 3
- JOUR 3355, Media Ethics** 3
- Foreign Language§ 3

**TOTAL** 15 15 15

**THIRD YEAR**

**Fall**
- JOUR 3390, Internship in Journalism 3
- JOUR 4370, Advanced Reporting 3
- MCOM/JOUR Elective 3
- Foreign Language§ 3

**Spring**
- JOUR 4350, Multimodal News 3
- JOUR 4380, Writing for Electronic Media (3)
- MCOM/JOUR Elective 3
- MCOM 3310, 3308, 3315, 3350, 3355, 3390, 4350, 4370, MCOM 1100, 1300, 3300, 3320
- PHOT 2310; and 12 hours of mass communications electives.

**TOTAL** 15 15 15

**TOTAL HOURS: 120**

A grammar, spelling, and punctuation examination must be passed with a 70 or better as a prerequisite to enrolling in JOUR 2310.

* Choose from core curriculum requirements.
† If MATH 1330 is chosen for the first math requirement, MATH 1331 will satisfy the second math requirement. MATH 2300, 2345 or 1331 must be passed with a C or better.
‡ ECO 2305 or 2301 and 2302.
§ See the college requirements for foreign language.
** Choose a course that also fulfills the Language, Philosophy, and Culture requirement.
*** JOUR 3355 is usually offered in the fall, JOUR 3356 is usually offered in the spring.

Bachelor of Arts in Electronic Media and Communications: Sample Curriculum

**FIRST YEAR**

**Fall**
- MCOM 1300, Intro. to Mass Comm. 3
- POLS 1301, American Gov. 3
- ENGL 1301, Essentials of Coll. Rhetoric 3
- MATH 1330, 1320, or 1330 3
- Life & Physical Sciences* 4
- MCOM 1100, Success in Media & Comm. 1

**Spring**
- MCOM 3310, Prof. Communication 3
- POLS 2302, American Public Policy 3
- ENGL 1302, Advanced College Rhetoric 3
- MATH 2300 or 2345 or 1331† 3
- Life & Physical Sciences* 4
- MCOM 1100, Success in Media & Comm. 1

**TOTAL** 17 17 16

**SECOND YEAR**

**Fall**
- EMC 3310, Intro. to Electronic Media 3
- MCOM 2320 or JOUR 2310 3
- ENGL 2000-Level Literature 3
- ECO 2305, Principles of Economics‡ 3
- HIST 2300, History of U.S. to 1877 3

**Spring**
- EMC 3320, Mass Comm. Law 3
- EMC 3315, Prin. of Digital Media Prod. 3
- Foreign Language§ 3
- Group A 3
- Group B 3

**TOTAL** 15 15 15

**THIRD YEAR**

**Fall**
- EMC 3355 or 3358§ 3
- Group A 6
- Group B 6

**Spring**
- EMC 4320, Electronic Media Ops. 3
- Group A 6
- Group B 6

**TOTAL** 15 15 12

**TOTAL HOURS: 120**

The grammar, spelling, and punctuation (GSP) examination is required only for students electing to take JOUR 2310. Students must pass the GSP with a 70 or better prior to enrolling in JOUR 2310. The GSP is not required for MCOM 2320.

* Choose from core curriculum requirements.
† If MATH 1330 is chosen for the first math requirement, MATH 1331 will satisfy the second math requirement. MATH 2300, 2345 or 1331 must be passed with a C or better.
‡ ECO 2305 or 2301 and 2302.
§ See the college requirements for foreign language.
** Choose a course that also fulfills the Language, Philosophy, and Culture requirement.
*** EMC 3355 is offered in the fall; EMC 3358 is offered in the spring. If students choose 3358, they must take 9 hours of either Group A or Group B in the fall of the third year.

Students majoring in electronic media and communications are required to complete 31 hours from the following core courses: MCOM 1100, 1300, 3300, 3320; MCOM 2320 or JOUR 2310; EMC 3310, 3308, 3315, and either 3355 or 3358; EMC 3370 or 4370 or 4375; EMC 4320.

Group A (15 hours): EMC 3300, 3333, 3335, 3345, 3355, 3358, 3370, 3380, 3390, 4301, 4315, 4325, 4370, 4375; PHOT 2310, 3310, 3316, 3330, 3335, 3345; MCOM 2301.

Group B (12 hours): ADV 3310, 3312, 3320, 4301, 4313; JOUR 3310, 3350, 4301; MCOM 3380; PR 3310, 4301; or see a department advisor for additional options.

3345. Analyzing Television (3). An introduction to scholarly media analysis that examines the economic, technological, cultural, and creative dimensions of American television.

3355. Ethnicity, Race, Gender in Media (3). Examines issues surrounding ethnic, racial, and gender differences in media production and content from historical and contemporary perspectives.

3358. International Electronic Media (3). Examines the social, political, and economic effects of international media and other topics related to the globalization of media companies.

3370. Writing for Electronic Media (3). Prerequisites: JOUR 2310 and either EMC 3300 or 3310 with a grade of C or better. A comprehensive study of common principles, procedures, design, and skill processes in writing informative, persuasive, and news and public affairs copy for electronic media programming. (Writing Intensive)

3380. Advertising for Electronic Media (3). Prerequisite: MATH 2300 with a grade of C or better. Study of the electronic media for persuasive promotion of ideas, goods, and services. Emphasis on principles employed in broadcast advertising budgets, sales promotions, and campaigns.

3390. Internship in Electronic Media and Communications (3). Prerequisites: EMC 3300 for sales or promotion or EMC 3315 for production with a grade of C or better. 2.5 GPA, and recommendation of faculty member and internship coordinator. Minimum of 160 hours supervised employment in media or...