

JOURNALISM AND MEDIA STUDIES (B.S.) INTEGRATED MARKETING COMMUNICATIONS

The Department of Journalism and Media Studies is committed to excellence in teaching, bringing industry based applications to the classroom, and providing practical experiences that assist students with attaining employment in media. With the option of choosing one of the three concentrations offered within the department, students are exposed to theoretical and hands on experiences. Integrated Marketing Communications (IMC) incorporates practices of marketing, public relations, and advertising to teach students the strategies of corporate branding and marketing

Degree Requirements

The Department of Journalism and Media Studies awards the Bachelor of Science degree in the following concentration areas, Media Production, Multimedia Journalism, Sports Media, and Integrated Marketing Communications. To be eligible to earn this degree, students must:

1. Complete the university's general education core requirements.
2. Complete the major concentration area requirements.
3. Complete a minor or take elective courses outside of the major.

Capstone Course

Senior Journalism and Media Studies Students must take the Capstone course to demonstrate their professional skill levels in writing, shooting, and editing, as well as their understanding of media laws and ethical practices of journalism.

Major Requirements

Fall 2021 Note: Courses in the major will be designated with MC for the fall 2021 semester, but beginning in the spring 2022 semester, those courses will appear under a new designation of JMS. The course numbers, descriptions, and content will not change.

JMS 200 INTRO TO MASS COMMUNICATIONS, JMS 201 INTRODUCTION TO MEDIA WRITING and JMS 301 INTRODUCTION TO NEWS REPORTING are prerequisites for all concentration areas in Journalism and Media Studies. A grade of "C" or higher is required in all major courses.

Note: Majors in the Sports Media Concentration do not have to take JMS 301 INTRODUCTION TO NEWS REPORTING.

Core Credit Hours Required for All Concentrations

All students who major in Journalism and Media Studies must complete the following major courses to be eligible for graduation.

Code	Title	Hours
JMS 200	INTRO TO MASS COMMUNICATIONS	3
JMS 201	INTRODUCTION TO MEDIA WRITING	3
JMS 301	INTRODUCTION TO NEWS REPORTING ¹	3
JMS 400	MEDIA LAW	3

JMS 401	RESCH METHDS IN MASS COM	3
JMS 405	MEDIA ETHICS	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3
JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
Total Hours		24

Concentration

The Integrated Marketing Communications (IMC) concentration prepares students for careers in public relations, advertising, sales promotion, and marketing. This concentration area requires a total of 24 hours. The required hours for all students in this area are as follows:

Code	Title	Hours
JMS 330	INTRO TO INTEGRATED MKTG COMMU	3
JMS 336	ADVERTISING COPY/LAYOUT	3
JMS 423	ADVERTISNG MEDIA & SELCT	3
JMS 470	WRITING FOR PUBLIC RELTN	3
JMS 425	ADVERTISING & MARKETING	3
JMS 452	SALES PROMOTION MNGT	3
JMS 471	PUBLIC RELATIONS PRACTICE	3
JMS 473	ADVERTISING CAMPAIGNS	3
Total Hours		24

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
UNIV 100	UNIVERSITY SUCCESS	2
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 114	Quantitative Reasoning	3
Humanities & Fine Arts Option		3
Social & Behavioral Science Option		3
Natural Science Option		3
Hours		17
Spring		
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
SPCH 215	TRAINING THE SPEAKING VOICE	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3
Hours		15
Sophomore		
Fall		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
JMS 200	INTRO TO MASS COMMUNICATIONS	3
Humanities & Fine Arts Option		3
Pathway Option		3
Hours		15
Spring		
JMS 201	INTRODUCTION TO MEDIA WRITING	3
JMS 330	INTRO TO INTEGRATED MKTG COMMU	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
UNIV 200	CIVIC ENGAGEMENT	1
Social & Behavioral Science Option		3

Pathway Option		3
	Hours	16
Junior		
Fall		
JMS 301	INTRODUCTION TO NEWS REPORTING	3
JMS 336	ADVERTISING COPY/LAYOUT	3
JMS 423	ADVERTISING MEDIA & SELCT	3
JMS 470	WRITING FOR PUBLIC RELTN	3
MKT 351	MARKETING MANAGEMENT	3
	Hours	15
Spring		
FIN 320	BUSINESS FINANCE	3
JMS 425	ADVERTISING & MARKETING	3
JMS 471	PUBLIC RELATIONS PRACTICE	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3
MKT 432	ADVERTISING	3
	Hours	15
Senior		
Fall		
JMS 310	MEDIA DESIGN AND PRODUCTION I	3
JMS 401	RESCH METHDS IN MASS COM	3
JMS 400	MEDIA LAW	3
JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
MKT 450	PERSONAL SELLING	3
	Hours	15
Spring		
JMS 405	MEDIA ETHICS	3
JMS 473	ADVERTISING CAMPAIGNS	3
JMS 499	CAPSTONE OR SENIOR SEMINAR	3
MNGT 458 or MNGT 462	STRATEGIC MANAGEMENT or INTERNATNL BUS AND ENTREPNSHIP	3
	Hours	12
	Total Hours	120

- produce strategic and aesthetically pleasing advertising layouts and materials; and
- perform communication audits.

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100 UNIVERSITY SUCCESS; however, the student must take 2 hours of general electives to replace the UNIV course.
- Online Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

A capstone course is utilized to assess student learning within their last semester of the program. Individual student outcome measures are the ability to:

- demonstrate ways to produce broadcast quality standard VO, VOSOT, packages, and whips;
- produce broadcast quality standard documentaries;
- demonstrate an understanding of media programming and producing a broadcast quality standard newscast.
- publish professional quality journalistic news articles;
- adhere to journalistic standards of timeliness and professionalism;
- produce professional quality journalist photographs and digital news stories;
- produce client satisfactory advertising and public relation campaigns;