

# JOURNALISM AND MEDIA STUDIES (B.S.) MULTIMEDIA JOURNALISM CONCENTRATION

## 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.

Note: Students who have met the foreign language requirement in high school will not need to take elementary foreign language courses (MFL I and MFL II). However, they must take an additional 6 credit hours of electives to account for those credit hours needed for graduation.

## Capstone Course

Senior Journalism and Media Studies Students must take the Capstone course to demonstrate their professional skill levels 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.

## 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 <sup>1</sup>	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
<b>Total Hours</b>		<b>24</b>

<sup>1</sup> Majors in the Sports Media Concentration do not have to take JMS 301 INTRODUCTION TO NEWS REPORTING.

## Concentration

The Multimedia Journalism concentration is designed to introduce students to the basic skills needed in an increasingly multimedia platform news-industry. Students will be taught skills in print media, broadcast, and online journalism. This concentration area requires a total of 21 hours. The required hours for all students in this area are as follows:

Code	Title	Hours
JMS 303	RADIO-TV NEWSWRITING	3
JMS 307	PHOTOJOURNALISM	3
JMS 310	MEDIA DESIGN AND PRODUCTION I	3
JMS 320	ONLINE JOURNALISM	3
JMS 409	MULTIMEDIA REPORTING	3
JMS 404	FEATURE WRITING	3
JMS 426	BROADCAST DOCUMENTARY	3
Electives or Minor		35-36
<b>Total Hours</b>		<b>56-57</b>

## Curriculum Map

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
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
Natural Science Option		3
Social & Behavioral Science Option		3
<b>Hours</b>		<b>17</b>
<b>Spring</b>		
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Social & Behavioral Science Option		3
Pathway Option		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
JMS 200	INTRO TO MASS COMMUNICATIONS	3
SPCH 215	TRAINING THE SPEAKING VOICE	3
Humanities & Fine Arts Option		3
Minor or General Elective		3
Pathway Option		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
JMS 201	INTRODUCTION TO MEDIA WRITING	3
UNIV 200	CIVIC ENGAGEMENT	1
Minor or General Elective		3
Minor or General Elective		3
Pathway Option		3
<b>Hours</b>		<b>13</b>

**Junior****Fall**

JMS 301	INTRODUCTION TO NEWS REPORTING	3
JMS 310	MEDIA DESIGN AND PRODUCTION I	3
Philosophy Elective		3
Minor or General Elective		3
Minor or General Elective		3
<b>Hours</b>		<b>15</b>

**Spring**

JMS 303	RADIO-TV NEWSWRITING	3
JMS 307	PHOTOJOURNALISM	3
JMS 320	ONLINE JOURNALISM	3
JMS 486	PRACTICUM IN MASS COMMUNICATIO	3
Minor or General Elective		3
<b>Hours</b>		<b>15</b>

**Senior****Fall**

JMS 315	DIGITAL EDITING	3
JMS 400	MEDIA LAW	3
JMS 401	RESCH METHDS IN MASS COM	3
JMS 489	INTERNSHIP IN MASS COMMUNICATI	3
JMS Elective 300-400 Level		3
<b>Hours</b>		<b>15</b>

**Spring**

JMS 404 or JMS 426	FEATURE WRITING or BROADCAST DOCUMENTARY	3
JMS 405	MEDIA ETHICS	3
JMS 409	MULTIMEDIA REPORTING	3
JMS 499	CAPSTONE OR SENIOR SEMINAR	3
JMS Elective 300-400 Level		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>

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