COMMUNICATION: JOURNALISM & PUBLIC RELATIONS
College of Arts and Communication
Bachelor of Arts; COMMUNICATION: JOURNALISM & PUBLIC RELATIONS
Incoming students Fall 2011 (UCC)

UCC REQUIREMENTS [40-41 credits]

AREA 1: PERSONAL WELL BEING [3]
________________________________ 3 cred.

AREA 2: EXPRESSION [9]

a. Arts/Communication
________________________________ 3 cred.

b. Writing
ENG 1100 College Writing 3 cred.

c. Literature
________________________________ 3 cred.

AREA 3: WAYS OF KNOWING [19-20]

a. Philosophical Perspectives
________________________________ 3 cred.

b. Historical Perspectives
________________________________ 3 cred.

c. Social/Behavioral Science (2 different disciplines)
________________________________ 3 cred.
________________________________ 3 cred.

d. Scientific Perspectives
________________________________ 4 cred.

e. Quantitative Thinking
________________________________ 3 cred.

AREA 4: DIVERSITY & JUSTICE [3]

- Must complete 18 credits in UCC prior to taking Area 4
________________________________ 3 cred.

AREA 5: CIVIC & COMMUNITY ENGAGEMENT [3]
- MUST COMPLETE Area 4 before taking Areas 5&6
________________________________ 3 cred.

AREA 6: GLOBAL AWARENESS [3]
- MUST COMPLETE Area 4 before taking Areas 5&6
________________________________ 3 cred.

FIRST YEAR SEMINAR [1.5]
- Required for 1st year students & transfers with less than 12 credits
________________________________ 1.5 cred.

INTENSIVE REQUIREMENTS
These courses can be double counted within the UCC, the major, or as free electives. If you are a transfer with an AA/AS degree you must take one WI course and zero TI courses.

WRITING INTENSIVE (WI) *W
- The first WI course must be Area 2 College Writing
- At least one course must be at the 3000 or above level

ENG 1100 College Writing 3 cred.
COMM 2100 Media Writing 3 cred.
COMM 2500 Journalism 3 cred.
COMM 4450 Communication Capstone 3 cred.

TECHNOLOGY INTENSIVE (TI) *T
COMM 2260 Video Production & Editing 3 cred.

UNIVERSITY REQUIREMENTS
FOREIGN LANGUAGE [6]
________________________________ 3 cred.
________________________________ 3 cred.

COMMUNICATION- JOURNALISM/PUBLIC RELATIONS: 39 credits. Three Tracks to choose from Broadcast Journalism, Print Journalism, and Public Relations

CORE COURSES [16 credits]
- COMM 1190 Survey of COMM Studies and Practice
- COMM 4452 Journalism Capstone – PERMIT
- COMM 4453 Public Relations Capstone - PERMIT

JOURNALISM & PR CORE COURSES [18 credits]
- COMM 1200 Media and Society
- COMM 2100 Media Writing*W – PREREQ ENG 1100
- COMM 2220 Media Ethics and Law
- COMM 2260 Video Production and Editing*T or 3580 PREREQ COMM 2100
- COMM 2490 Research Methods in Applied Communication
- COMM 2500 Journalism*W – PREREQ COMM 2100

OVER →
BROADCAST JOURNALISM TRACK REQUIREMENTS [12 credits]

- COMM 2270 TV Studio Production*T OR COMM 3210 Announcing - PREREQ COMM2100
- COMM 3500 TV News - PREREQ COMM 2100
- COMM 3550 Broadcast News Production - PREREQ COMM 3500
- COMM 4520 Advanced Broadcast Journalism - PREREQ COMM 3500 AND 2260 PREREQ
- COMM 4550 Electronic Newsgathering - PREREQ COMM 3500

ELECTIVES [3 credits]
Choose 1 from the following:
- COMM 2880 News Literacy*A2
- COMM 2630 Public Speaking*A2
- COMM 3240 Writing for Radio and TV - PREREQ COMM 2100
- COMM 3300 Communication Internship - PERMIT
- COMM 3490 Radio News - PREREQ COMM 2100 AND 2250
- COMM 3570 Broadcast Sports News - PREREQ COMM 3500
- POL 2240 Political Parties
- POL 2400 International Relations
- POL 2750 Politics & Media
- OTHER COURSES BY ADVISEMENT

PRINT JOURNALISM TRACK REQUIREMENTS [9 credits]

- COMM 3510 Advanced Reporting*W - PREREQ COMM 2500
- COMM 4540 News Editing - PREREQ COMM 2500
- COMM 4590 Journalism Field Studies - PREREQ COMM 2500 & PERMIT

ELECTIVES [6 credits]
Choose 2 from the following:
- COMM 2880 News Literacy*A2
- COMM 2230 Press and the Presidency
- COMM 2240 International Media
- COMM 2550 Publication Design - PREREQ COMM 2100
- COMM 3300 Communication Internship - PERMIT
- COMM 3480 Public Relations - PREREQ COMM 2100
- COMM 3490 Radio News - PREREQ COMM 2100
- COMM 3520 Sports Writing - PREREQ COMM 2500
- COMM 3560 Corporate Social Responsibility*A5 – PREREQ COMM 3480 or PERMIT
- COMM 3570 Broadcast Sports News - PREREQ COMM 3500
- COMM 4510 Freelance Writing – PREREQ COMM 2500
- COMM 4540 News Editing - PREREQ COMM 2500
- COMM 4590 Journalism Field Studies - PREREQ COMM 2500 & PERMIT
- MKT 2100 Principles of Marketing
- MGT 2000 Principles of Management
- POL 2400 International Relations
- LAW 1200 Introduction to Law & Legal Systems
- OTHER COURSES BY ADVISEMENT

PUBLIC RELATIONS TRACK REQUIREMENTS [9 credits]

- COMM 3480 Introduction to Public Relations*W - PREREQ COMM 2100
- COMM 4480 Public Relations Case Studies - PREREQ COMM 3480
- COMM 4490 Public Relations Workshop*W - PREREQ COMM 3480

ELECTIVES [6 credits]
Choose 2 from the following:
- COMM 2880 News Literacy*A2
- COMM 2550 Publication Design - PREREQ COMM 2100
- COMM 2640 Voice and Speech Production
- COMM 3300 Communication Externship - PERMIT
- COMM 3301 Communication Internship - PERMIT
- COMM 3540 Sports Writing - PREREQ COMM 2500
- COMM 3580 Digital & Social Media
- COMM 4660 Corporate Social Responsibility*A5 – PREREQ COMM 3480 or PERMIT
- COMM 3610 Successful Business & Professional Communication
- COMM 4510 Freelance Writing - PREREQ COMM 2500
- COMM 4540 News Editing - PREREQ COMM 2500
- COMM 4590 Journalism Field Studies - PREREQ COMM 2500 & PERMIT
- MKT 2100 Principles of Marketing
- MGT 2000 Principles of Management
- POL 2400 International Relations
- OTHER COURSES BY ADVISEMENT