

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*
- _____ 3cred.

AREA 6: GLOBAL AWARENESS [3]

- *MUST COMPLETE Area 4 before taking Areas 5&6*
- _____ 3cred.

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 over 3000 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.
- _____

TECHNOLOGY INTENSIVE (TI) *T

COMM 2260 Video Production & Editing 3 cred.

_____ 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 [6 credits]

- COMM 1190 Survey of COMM Studies and Practice
- COMM 4451 Broadcast Journalism Capstone-PERMIT
- 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 Digital & Social Media [TI] PREREQ COMM 2100 for PR students only)
- COMM 2490 Research Methods in Applied Communication
- COMM 2500 Journalism*^W – PREREQ COMM 2100

BROADCAST JOURNALISM**TRACK REQUIREMENTS [12 credits]**

- COMM 2270 TV Studio Production*^T **OR** COMM 3210 Announcing - **PREREQ COMM 2100**
- 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**
(OR COMM 4550 Electronic Newsgathering - **PREREQ COMM 3500 and COMM 2260**)

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**

JOURNALISM**TRACK REQUIREMENTS [9 credits]**

- COMM 3510 Advanced Reporting* - **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 External Internship – **PERMIT**
- COMM 3301 Communication Internal Internship-**PERMIT**
- COMM 3480 Public Relations*^W – **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 4550 Electronic News Gathering - **PREREQ COMM 2260 AND 3500**

- POL 1200 American Government & Politics
- POL 2400 International Relations
- POL 2750 Politics and the Media
- MGT 2020 Introduction to Business
- LAW 1200 Introduction to Law & Legal Systems
- **OTHER COURSES BY ADVISEMENT**

PUBLIC REALTIONS**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 **PREREQ 2100 [TI]**
- COMM 4470 Strategic Writing –**PREREQ COMM 2500 [TI & WI]**
- 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**