

BACHELOR OF ARTS IN JOURNALISM, SPORTS INFORMATION AND MEDIA TRACK

The B.A. in Journalism prepares students for positions in media production, reporting, editing and design. There are three tracks for students majoring in journalism, Journalism Studies (JS), broadcast and digital media (BDM), and sports information and media (SIM). The curriculum offers a blend of courses to support this goal. The coursework begins with basic photo, video, writing, reporting and visual literacy skills. These are then followed by courses that focus on design, and advanced reporting and writing projects. Students in the broadcast and digital media track will take several courses in broadcast news and telecommunication. Those in journalism will take a series of electives and interdisciplinary courses, to build skills in interviewing, writing, social media and specialized journalism. Students in Sports Information and Media will take courses in sports journalism and communication.

On-campus outlets for student writing and productions include the *Penguin Review*, the **yo magazine*, *The Jenny*, **Rookery Radio**, and **thejambar.com**. Internships and other writing opportunities are available at local media outlets including local TV, radio and newspapers. *The Business Journal*, *The Vindicator*, and the *Tribune Chronicle*. Additionally, Journalism Studies and Broadcast and Digital Media majors are encouraged to declare minors that support their specific career objectives, such as public relations, political science, telecommunications, or art/design. Sports Information and Media students do not need a minor.

LO 1: Students will be able to produce media to support the messaging of sports teams and athletes.

LO 2: Students will be able to write in a variety of media genres.

LO 3: Students will analyze trends in new media as they relate to the dissemination of messages through mediated channels.

LO 4: Students will interpret, analyze and apply laws and ethics as they relate to media.

COURSE	TITLE	S.H.
General Education Requirements		
Core Competencies		
ENGL 1550	Writing 1	3-4
	or ENGL 1549 Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		
3		
Knowledge Domains		
Arts and Humanities		
6		
Natural Sciences (2 courses, 1 with lab)		
6-7		
Social Science		
6		
HIST 2605	Turning Points in United States History 1	
	or HIST 2606 Turning Points in United States History 2	
Social Science Elective		
Social and Personal Awareness		
6		
First Year Experience Course (preferred course for this program is BUS 1500) OR Gen Ed Elective if needed		
3		
Foreign Language 1550		
4		
Foreign Language Requirement		
FNLG 2600	Intermediate Foreign Language	4

Journalism Requirements		
JOUR 2624	Imaging and Design of Media	3
JOUR 3725	News Reporting 1	3
JOUR 3726	American Journalism	3
JOUR 3759	Sports Journalism	3
JOUR 3761	New Media Journalism	3
JOUR 3769	Principles and Practices of Sports Information	3
JOUR 4824	Press Law and Ethics	3
JOUR 4893	Journalism Senior Project	3
JOUR 4899	Sports Information Internship	3

Communication Studies Requirements		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 3717	Intro to Media Relations Campaigns	3
CMST 3740	Social Media Communication	3
CMST 4879	Sports Communication Message Design	3
CMST 5889	Theory of Sports and Communication	3

Telecommunication Studies Requirement		
TCOM 1510	Sports Field Production 1	1
TCOM 1570	Elements of Sports Production and Law	3

KSS and HIST Requirement		
KSS 2699	Sport in American Culture	3
HIST 3723	History of American Sports	3

Mixed Requirements		
Pick one 3 s.h. course from each of the following pairs		
JOUR 3721L	Journalism Workshop	6
OR		
CMST 4850	Social Media Campaigns	
ADV 3711	Marketing Communications	
OR		
CMST 3757	Media Relations Writing	

Additional Courses to 120 Hours	11
Total Semester Hours	119-121

Course	Title	S.H.
Year 1		
Fall		
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3-4
	or ENGL 1549 or Writing 1 with Support	
JOUR 2624	Imaging and Design of Media	3
TCOM 1570	Elements of Sports Production and Law	3
FYE (preferred BUS 1500)		3
Semester Hours		15-16
Spring		
ENGL 1551	Writing 2	3
CMST 2600	Communication Theory	3
JOUR 3725	News Reporting 1	3
Arts and Humanities Elective		
HIST 2605	Turning Points in United States History 1	3
	or HIST 2606 or Turning Points in United States History 2	
Semester Hours		15
Year 2		
Fall		
TCOM 1510	Sports Field Production 1	1
CMST 2630	Social Media Literacy	3
KSS 2699	Sport in American Culture	3

2 *Bachelor of Arts in Journalism, Sports Information and Media Track*

MATH 2623	Quantitative Reasoning	3
FNLG 1550	Elementary Foreign Language	4
Semester Hours		14
Spring		
JOUR 3726	American Journalism	3
JOUR 3759	Sports Journalism	3
CMST 3740	Social Media Communication	3
Science Elective		3
FNLG 2600	Intermediate Foreign Language	4
Semester Hours		16
Year 3		
Fall		
CMST 3717	Intro to Media Relations Campaigns	3
HIST 3723	History of American Sports	3
JOUR 3769	Principles and Practices of Sports Information	3
SPA Elective		3
Free Elective		3
Semester Hours		15
Spring		
JOUR 4824	Press Law and Ethics	3
ADV 3711 or CMST 3757	Marketing Communications or Media Relations Writing	3
Social Science Elective		3
Science Elective + Lab		4
Free Elective		2
Semester Hours		15
Year 4		
Fall		
JOUR 3761	New Media Journalism	3
JOUR 3721L	Journalism Workshop	3
CMST 4850	Social Media Campaigns	3
JOUR 4899	Sports Information Internship	1-3
SPA Elective		3
Free Elective		3
Semester Hours		16-18
Spring		
JOUR 4893	Journalism Senior Project	3
CMST 4879	Sports Communication Message Design	3
CMST 5889	Theory of Sports and Communication	3
Art and Humanities Elective		3
Free Elective		3
Semester Hours		15
Total Semester Hours		121-124