

JOURNALISM CURRICULUM 2006-2008 Department of Journalism

Majors: Advertising; Journalism (options: Graphics; Magazine; News-Editorial; Photojournalism); Public Relations
Teaching Major: Journalism

The Department of Journalism offers professional programs in advertising, journalism graphics, magazine, news-editorial, photojournalism, public relations, and teacher education. It is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Journalism students receive individual attention and hands-on instruction using leading-edge communication technologies. Students are encouraged to supplement their classroom educations by working with award-winning student publications and organizations, including the Daily News (campus newspaper), Expo (student magazine), Ball Bearings (student Website), and Cardinal Communications (student-operated advertising/public relations agency).

Students complete a prejournalism program consisting of five courses before applying for admission into a professional journalism program. They are expected to demonstrate competency in grammar, language usage, and computer skills.

To qualify for admission to a professional journalism program, students must earn at least C grades in the prejournalism courses. In order to graduate, students must earn at least C grades in all courses required for the professional journalism program. Prior to beginning a JOURN or NEWS course, a student must earn a C or better grade in its prerequisites. Prerequisites for all courses are strictly enforced. Students with credit in TCOM 101 are not required to take JOURN 101. Students with credit in TCOM 384 are not required to take JOURN 325.

The department's primary faculty adviser and the seven sequence coordinators assist students in selecting courses, understanding requirements for majors and minors, and receiving career counseling.

An exit interview-portfolio review with a sequence coordinator is required before graduation.

For more information, contact the Department of Journalism at (765) 285-8200 or send email to bsujourn@bsu.edu.

BACCALAUREATE DEGREES

Students will be guided by the outline of baccalaureate degrees, the University Core Curriculum, and the concentration areas listed below.

Students must complete the prejournalism program before enrolling in a professional major within the Department of Journalism. It is recommended students complete the prejournalism program at the end of their sophomore year.

Prejournalism students are encouraged to meet with the faculty advisor in the journalism department before applying to one of the department's professional programs. Students are required to attend a department orientation during the prejournalism program, preferably during their first year of study. This requirement applies to majors in advertising, journalism, public relations, and the teaching major in journalism.

Before being accepted in a professional major, students must submit applications to the journalism department.

Students must achieve grades of C or better in each course required in prejournalism. Before graduating, students must complete all major courses with grades of C or better. Credit in ECON 116 or 201 is required for majors in advertising and public relations. All majors must complete an exit interview

with the appropriate sequence coordinator.

All majors must earn a minimum of 80 credit hours in courses outside the departments of journalism and telecommunications (JOURN, NEWS, and TCOM). At least 65 of these hours must be from liberal arts areas.

In each major program, there are courses required which count toward the University Core Curriculum and the non-journalism and telecommunications areas.

The Department of Journalism recognizes the following course categories as liberal arts: AFA, AHS, AMSTU, ANAT, ANTH, APHYS, ART, ASIAN, ASTRO, BIO, BOT, CC, CFA, CH, CHEM, CS, COMM, DANCE, ECON, ENG, FL, FR, GEOG, GEOL, GER, GRK, HIST, HONRS, HSC, ITAL, JAPAN, LAT, MATHS, MUHIS, NREM, PEFWL, PHIL, PHYCS, PHYSL, POLS, PSYSC, RELST, SCI, SOC, SP, SS, THEAT, WELNS, WMNST, and ZOO.

Students are allowed to pursue up to two major programs in the department. If a student chooses a second program area, he/she must still complete at least 80 hours outside journalism and telecommunications.

Students are encouraged to select a second major or two minors from a liberal arts area to complement their departmental major in the journalism department.

Major Programs

Major in Advertising, 60 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in advertising, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	250	Intro Advert	3
Professional advertising requirements, 45 hours			
JOURN	269	Prof Dev Sem	1
JOURN	325	Media Law	3
JOURN	352	Advrt Media	3
JOURN	354	Advrt Copy	3
JOURN	382	Resrch Strat	3
JOURN	456	Advrt Campns	3
ECON	116	Survey Ideas (3)	3
or			
ECON	201	Elem Micro (3)	3
ECON	247	Econ-Media	3
MKG	300	Prin Market	3
MKG	310	Consmr Behav	3
PSYSC	100	General	3
SOC	100	Principles	3

6 hours from

JOURN	342	New Media (3)	
JOURN	452	Adv Media (3)	
JOURN	453	Int Campaigns (3)	
JOURN	454	Advrt Seminar (3)	
JOURN	455	Advance Copy (3)	6

2 hours from

JOURN	369	Internship	(1-2)
JOURN	479	Non Paid Int (1-2)	2

3 hours from

ANTH	111	Global Diversity (3)	
ANTH	311	Ethnicity (3)	
COMM	290	Intercul Com (3)	
EDMUL	205	Multi Educ (3)	
POLS	474	Women Poltcs (3)	

POLS	475	Minor Groups (3)	
SOC	235	Women (3)	
SOC	421	Minorities (3)	
SOC	422	Trends (3)	
WMNST	314	Ws Symp Comm (3)	3
*POLS 475 requires POLS 130 as a prerequisite.			
Total hours required for advertising			60

Major in Journalism Graphics, 63 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in journalism graphics, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	245	Edit Present	3
Professional journalism graphics requirements, 48 hours			
JOURN	269	Prof Dev Sem	1
JOURN	315	Media Edit	3
JOURN	321	News Design	3
JOURN	325	Media Law	3
JOURN	342	New Media	3
JOURN	345	Journ Vis Rep	3
JOURN	445	Adv Ed Pres	3
NEWS	201	Newswriting	3
NEWS	485	Adv News Sm	3
ECON	247	Econ-Media	3
GEOG	150	Global Geog	3
GEOG	340	Cart Graph 1	3
ITGRA	180	Intro Gr Art	3
SOC	100	Principles	3

3 hours from

JOURN	323	Mag Design (3)	
JOURN	332	Visual Ed (3)	
NEWS	385	Mult Med Sty (3)	3

2 hours from

JOURN	369	Internship (1-2)	
JOURN	479	Non Paid Int (1-2)	2

3 hours from

ANTH	111	Global Diversity (3)	
ANTH	311	Ethnicity (3)	
COMM	290	Intercul Com (3)	
EDMUL	205	Multi Educ (3)	
POLS	474	Women Poltcs (3)	
POLS	475	Minor Groups (3)	
SOC	235	Women (3)	
SOC	421	Minorities (3)	
SOC	422	Trends (3)	
WMNST	314	Ws Symp Comm (3)	3

*POLS 475 requires POLS 130 as a prerequisite.

Total hours required for journalism graphics 63

Major in Journalism Magazine, 57 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in journalism magazine, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	280	Mag Wrting	3
Professional journalism magazine requirements, 42 hours			
JOURN	269	Prof Dev Sem	1
JOURN	312	Opinion Wrt	3
JOURN	315	Media Edit	3

JOURN	325	Media Law	3
JOURN	326	Media Ethics	3
JOURN	328	Mag Mgmt	3
JOURN	427	Adv Mag Writ	3
NEWS	201	Newswriting	3
ECON	247	Econ-Media	3
HIST	202	US 1877-Pres	3
SOC	100	Principles	3

6 hours from

JOURN	230	Intro Photoj (3)	
JOURN	323	Mag Design (3)	
JOURN	342	New Media (3)	6

2 hours from

JOURN	369	Internship	(1-2)
JOURN	479	Non Paid Int (1-2)	2

3 hours from

ANTH	111	Global Diversity (3)	
ANTH	311	Ethnicity (3)	
COMM	290	Intercul Com (3)	
EDMUL	205	Multi Educ (3)	
POLS	474	Women Poltcs (3)	
POLS	475	Minor Groups (3)	
SOC	235	Women (3)	
SOC	421	Minorities (3)	
SOC	422	Trends (3)	
WMNST	314	Ws Symp Comm (3)	3

*POLS 475 requires POLS 130 as a prerequisite.

Total hours required for journalism magazine 57

Major in Journalism News-Editorial, 57 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in journalism news-editorial, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
NEWS	201	Newswriting	3

Professional journalism news-editorial requirements, 42 hours

JOURN	269	Prof Dev Sem	1
JOURN	311	News Feat Wr	3
JOURN	315	Media Edit	3
JOURN	325	Media Law	3
JOURN	326	Media Ethics	3
JOURN	413	Adv Rep News	3
NEWS	202	News Report	3
NEWS	485	Adv News Sem	3
ECON	247	Econ-Media	3
POLS	130	Amer Nat Gov	3
SOC	100	Principles	3

3 hours from

JOURN	312	Opinion Writ (3)	
JOURN	322	Sportwrt Rep (3)	
JOURN	418	Tech Sci Writ (3)	3

3 hours from

JOURN	230	Intro Photoj (3)	
JOURN	321	News Design (3)	
JOURN	342	New Media (3)	
NEWS	385	Mult Med Sty (3)	3

2 hours from

JOURN	369	Internship (1-2)	
JOURN	479	Non Paid Int (1-2)	2

3 hours from

ANTH	111	Global Diversity (3)	
ANTH	311	Ethnicity (3)	
COMM	290	Intercul Com (3)	
EDMUL	205	Multi Educ (3)	

POLS	474	Women Poltcs (3)	
POLS	475	Minor Groups (3)	
SOC	235	Women (3)	
SOC	421	Minorities (3)	
SOC	422	Trends (3)	
WMNST	314	Ws Symp Comm (3)	3
*POLS 475 requires POLS 130 as a prerequisite.			
Total hours required for journalism news-editorial			57

Major in Photojournalism, 54 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in photojournalism, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	230	Intro Photoj	3

Professional photojournalism requirements, 42 hours

JOURN	236	Bas Lit III	3
JOURN	269	Prof Dev Sem	1
JOURN	325	Media Law	3
JOURN	326	Media Ethics	3
JOURN	332	Visual Ed	3
JOURN	335	Int Photoj	3
JOURN	437	Advan Photoj	3
NEWS	201	Newswriting	3
NEWS	485	Adv News Sem	3
HIST	202	US 1877-Pres	3
SOC	100	Principles	3

3 hours from

JOURN	321	News Design (3)	
JOURN	323	Mag Design (3)	
JOURN	342	New Media (3)	
JOURN	434	Photo Illus (3)	
NEWS	202	News Report (3)	
NEWS	385	Mult Med Sty (3)	3

2 hours from

JOURN	369	Internship (1-2)	
JOURN	479	Non Paid Int (1-2)	2

3 hours from

ANTH	111	Global Diversity (3)	
ANTH	311	Ethnicity (3)	
COMM	290	Intercul Com (3)	
EDMUL	205	Multi Educ (3)	
POLS	474	Women Poltcs (3)	
POLS	475	Minor Groups (3)	
SOC	235	Women (3)	
SOC	421	Minorities (3)	
SOC	422	Trends (3)	
WMNST	314	Ws Symp Comm (3)	3

*POLS 475 requires POLS 130 as a prerequisite.

Total hours required for photojournalism 54

Major in Public Relations, 63 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in public relations, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	261	Prin of PR	3

Professional public relations requirements, 48 hours

JOURN	269	Prof Dev Sem	1
JOURN	325	Media Law	3
JOURN	326	Media Ethics	3
JOURN	360	PR Tech	3
JOURN	368	PR Publicat	3
JOURN	382	Resrch Strat	3

JOURN	405	PR Plan Mgt	3
JOURN	465	PR Campaigns	3
ANTH	111	Global Div	3
ECON	116	Survey Ideas (3)	
or			
ECON	201	Elem Micro (3)	3
MGT	200	Mngnt Prin	3
MKG	300	Prin Market	3
NEWS	201	Newswriting	3
SOC	100	Principles	3

3 hours from

JOURN	230	Intro Photoj (3)	
JOURN	312	Opinion Writ (3)	
JOURN	323	Mag Design (3)	
JOURN	342	New Media (3)	
JOURN	418	Tech Sci Wrt (3)	
JOURN	456	Adv Campaigns (3)	3

2 hours from

JOURN	369	Internship (1-2)	
JOURN	479	Non Paid Int (1-2)	2

3 hours from

COMM	251	Bus Prof Com (3)	
COMM	290	Intercul Com (3)	
COMM	320	Persuasion (3)	
COMM	440	Intpers Comm (3)	3

*COMM 440 requires COMM 240 as a prerequisite.

Total hours required for public relations 63

TEACHER EDUCATION

Teaching programs require additional courses in educational methods. The professional education courses are included in this listing. See the Department of Educational Studies and Teachers College for the descriptions of these courses and other professional requirements of the teacher education program.

Teaching major in Journalism, 42 hours

Prefix	No	Short Title	Cr Hrs
Prejournalism program in journalism teaching, 15 hours			
JOURN	101	Mass Comm	3
JOURN	102	Info Gather	3
JOURN	103	Vis Comm Prs	3
JOURN	104	Journ Writ	3
JOURN	230	Intro Photoj	3

Professional journalism teaching requirements, 27 hours

JOURN	321	News Design	3
JOURN	323	Mag Design	3
JOURN	325	Media Law	3
JOURN	342	New Media	3
JOURN	474	Advg HS Pub	3
NEWS	201	Newswriting	3
NEWS	202	News Report	3
PSYSC	100	General	3
SOC	100	Principles	3
Total hours for journalism teaching			42

Senior High, Junior High/Middle School Education Program

Professional Education Sequence, 39 hours

JOURN	150	Intr Jm Ed	3
EDMUL	205	Multi Educ	3
EDPSY	251	Dev Sec Ed	3
EDPSY	390	Educ Psychol	3
EDSEC	380	Prin Sec Sch	3
EDJHM	385	Prin Mid Sch	3
JOURN	395	Mth Matl Jm	3
JOURN	474	Advg HS Pub	3
EDFON	420	Fnds of Educ	3
Student Teaching			12
Total hours for professional education program			39