

POST-BACCALAUREATE BACHELOR OF ARTS IN JOURNALISM and MASS COMMUNICATION

2017-2018 Degree Requirements

TOTAL CREDITS FOR DEGREE: 42

This 42 credit program is designed as a three to four term sequence for students who enter Point Park University with a B.A. or B.S. degree in an area other than Journalism and Mass Communication. A student must complete successfully a minimum of thirty (30) credits in order to receive a Baccalaureate degree from Point Park University. The 21 credits of prerequisite or co-requisite courses must be completed prior to or concurrent with the program. The J&MC program consists of 24 credits in the department's required courses and 18 credits in one of six areas: Advertising, Broadcast Media, General, Photojournalism, Print Media or Public Relations. It should be selected with care toward learning a specialized concentration or being a generalist.

PREREQUISITES or CO-REQUISITES to the PROGRAM:

21 credits

BMGT 101, 205, 208, or 312 OR a Modern Language	3	HIST 215, 216, 312, 327, 334, or 352	3
CMPS 114 OR MATH 175 OR NSET 110 OR NSET 111	3	POLS 102 OR POLS 205 OR SOC 111	3
PSYC 150, 210, or 213 OR ART 100 OR MUS 101	3	ECON 201 OR ECON 202	3
ENGL 201, 260-263, 340-344, or 365-367 (choose one)	3		

MAJOR REQUIREMENTS:

24 credits

JOUR 101 Survey of Mass Communication	3	JOUR 202 Introduction to Broadcasting	3
JOUR 103 Graphic Design I	3	JOUR 206 Introduction to Advertising & PR	3
JOUR 150 Journalistic Writing & Editing	3	JOUR 412 Media Ethics & Responsibilities	3
JOUR 151 Broadcast Writing & Editing	3	JOUR 418 Comm. Law & Regulation	3

CHOOSE A CONCENTRATION:

18 credits

<p>1. Advertising</p> <p>JOUR 239 IMC Research 3</p> <p>JOUR 301 Advert. Copywriting & Layout 3</p> <p>JOUR 306 Social Media Practices 3</p> <p>JOUR 326 IMC Planning 3</p> <p>JOUR 341 Broadcast Copywriting 3</p> <p>JOUR 433 Advertising Competition 3</p> <p>2. Broadcast Production</p> <p>JOUR 215 Video Production & Editing I 3</p> <p>JOUR 216 Multicamera Studio Production 3</p> <p>JOUR 233 Radio Production 3</p> <p>JOUR 323 or 325 Radio/Video Sales 3</p> <p>JOUR 447 Electronic Media Management 3</p> <p>JOUR 300+ Broadcast Elective 3</p> <p>3. Broadcast Reporting</p> <p>JOUR 215 Video Production & Editing I 3</p> <p>JOUR 317 or 324 On Camera/Broadcast Ann. 3</p> <p>JOUR 304 Broadcast Reporting 3</p> <p>JOUR 445 Editing & Producing the News 3</p> <p>JOUR 200+ Broadcast or Reporting Elec. 3</p> <p>JOUR 300+ Broadcast or Reporting Elec. 3</p>		<p>4. Journalism</p> <p>JOUR 215 Video Production & Editing I 3</p> <p>JOUR 257 Feature Writing 3</p> <p>JOUR 260 Reporting 3</p> <p>JOUR 280 Introduction to Multimedia 3</p> <p>JOUR 308 Multiplatform Magazine Reporting 3</p> <p>PHOT 205 Intro to Digital Photography 3</p> <p>5. Mass Communication</p> <p>JOUR 260 Reporting 3</p> <p>JOUR 280 Introduction to Multimedia 3</p> <p>JOUR 308 Multiplatform Magazine Reporting 3</p> <p>PHOT 205 Intro to Digital Photography 3</p> <p>JOUR 200+ JOUR Elective 3</p> <p>JOUR 300+ JOUR Elective 3</p> <p>6. Multimedia</p> <p>JOUR 220 Writing for Multimedia 3</p> <p>JOUR 280 Introduction to Multimedia 3</p> <p>JOUR 307 Graphic Design II 3</p> <p>JOUR 455 Multimedia Capstone 3</p> <p>200+ JOUR or PHOT Elective 3</p> <p>300+ JOUR or PHOT Elective 3</p>
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7. Photography			9. Public Relations		
PHOT 204	Intro to Black and White Photography	3	JOUR 239	IMC Research	3
PHOT 205	Intro to Digital Photography	3	JOUR 255	Public Relations Writing	3
PHOT 322	Color Photography	3	JOUR 306	Social Media Practices	3
PHOT 350	Digital Photo Editing	3	JOUR 326	IMC Planning	3
PHOT 414	The Business of Photography	3	JOUR 327	Public Relations Issues & Practices	3
PHOT	200+ PHOT Elective	3	JOUR 497	IMC Agency	3
8. Photojournalism			10. Graphic Design		
JOUR 302	Photojournalism I	3	JOUR 205	Graphic Design Illustration	3
JOUR 315	Photojournalism II	3	JOUR 305	Typography	3
PHOT 205	Intro to Digital Photography	3	JOUR 307	Graphic Design II	3
PHOT 350	Digital Photo Editing	3	JOUR 336	Branding & Corporate Identity	3
PHOT 470	Documentary Photography	3	JOUR	300+ Graphic Design Elective	3
PHOT	200+ PHOT Elective	3	JOUR	300+ Graphic Design Elective	3

PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Demonstrate preparation of the professional work place.
2. Use industry standard software and hardware to design, produce and publish industry quality work via a variety of media platforms.
3. Apply ethical and legal principles to digital media production and distribution.
4. Research, write and design media materials for a variety of audiences and messages.
5. Produce an industry acceptable portfolio that will lead to internships and employment.