BA in Multimedia Journalism

 Marketable Skills

• Conduct research, evaluate, and synthesize information.
• Write news stories in a variety of styles across platforms.
• Communicate clearly and effectively.
• Analyze and solve problems.

 Degree Plan

Required Credits: 120

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Required</td>
<td>This program requires the selection of a minor.</td>
<td>18</td>
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</tbody>
</table>

 University Core Curriculum

Complete the University Core Curriculum requirements. (p. 2) | 42    |

 Multimedia Journalism Major

Required Courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 1370</td>
<td>Intro To Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2310</td>
<td>Basic Multimedia Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2344</td>
<td>Digital Video and Audio Prod</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2373</td>
<td>Intermediate Multimedia Writng</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3313</td>
<td>News Gathering &amp; Investigation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3316</td>
<td>Digital Photography</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3371</td>
<td>Communication Theory/Analysis</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4313</td>
<td>SR Capst: Digital News Bureau</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4371</td>
<td>Communication Law and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4372</td>
<td>Methods of Research in Comm</td>
<td>3</td>
</tr>
</tbody>
</table>

 Communication Electives

Select an additional six hours of upper-division COMM | 6     |

 Open Electives

Select additional hours to complete a total of one hundred twenty hours

 Foreign Language

Select six credit of Foreign Language. All six credits must be in the same language sequence. | 6     |

 Block Electives

Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 6) | 12    |

1 French and Spanish majors must fulfill this requirement in a language other than their major.

 Total Hours

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>120</td>
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</tbody>
</table>

 Secondary Education Minor

All courses below are required:

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<tbody>
<tr>
<td>BED 4317</td>
<td>Tch &amp; Empwr ELLs in Sec Schls</td>
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</tr>
<tr>
<td>EDPC 3300</td>
<td>Intro to Youth Dev &amp; Spec Ed</td>
<td>3</td>
</tr>
<tr>
<td>RED 3342</td>
<td>Content Area Literacy</td>
<td>3</td>
</tr>
<tr>
<td>SCED 3311</td>
<td>Curriculum Plan-Secondary Schl</td>
<td>3</td>
</tr>
<tr>
<td>SCED 3312</td>
<td>General Methods in Sec School</td>
<td>3</td>
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<tr>
<td>SCED 4691</td>
<td>Student Teaching in Sec School</td>
<td>6</td>
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</table>
### Upper-Division COMM

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>COMM 3320</td>
<td>Writing for PR &amp; Corp Comm</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3321</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3322</td>
<td>Communication and Conflict</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3323</td>
<td>Comm &amp; Org Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3332</td>
<td>Ad Design, Graphics &amp; Layout</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3333</td>
<td>Creative Strategy/Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3336</td>
<td>International Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3338</td>
<td>Integrated Marketing Comm</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3339</td>
<td>Consumer Psych &amp; Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3340</td>
<td>New Media Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3342</td>
<td>Intermediate Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3343</td>
<td>Video Editing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3344</td>
<td>Media Programming for Radio/TV</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3345</td>
<td>Media Scriptwriting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3353</td>
<td>Intercultural Communication</td>
<td>3</td>
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<tr>
<td>COMM 3354</td>
<td>Small Group</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3355</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3357</td>
<td>New Communication Technologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4300</td>
<td>Communication Internship</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4312</td>
<td>Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4323</td>
<td>Case Studies -Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4330</td>
<td>Media Planning &amp; Buying</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4331</td>
<td>Ad Sales and Management</td>
<td>3</td>
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<tr>
<td>COMM 4335</td>
<td>Advertising Campaigns</td>
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<tr>
<td>COMM 4341</td>
<td>Media Announcing &amp; Performance</td>
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<td>COMM 4346</td>
<td>Documentary Video Practicum</td>
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<td>COMM 4350</td>
<td>Selected Topics</td>
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<tr>
<td>COMM 4352</td>
<td>Contemporary Rhetoric</td>
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<tr>
<td>COMM 4360</td>
<td>Environmental Communication</td>
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<tr>
<td>COMM 4361</td>
<td>Environmental Conflict &amp; Comm</td>
<td>3</td>
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<tr>
<td>COMM 4362</td>
<td>Gender and Communication</td>
<td>3</td>
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<tr>
<td>COMM 4363</td>
<td>Political Communication</td>
<td>3</td>
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<tr>
<td>COMM 4364</td>
<td>Communicating Positive Devian</td>
<td>3</td>
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<tr>
<td>COMM 4365</td>
<td>Comm Healthy Communities</td>
<td>3</td>
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<tr>
<td>COMM 4366</td>
<td>Communication of Public Herit</td>
<td>3</td>
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<tr>
<td>COMM 4368</td>
<td>Borderlands Communication</td>
<td>3</td>
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</table>

### University Core Curriculum

The department may make specific suggestions for courses which are most applicable towards your major.

All courses require a C or better

#### I. Communication (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 1611</td>
<td>Written and Oral Communication</td>
<td>3</td>
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</table>

Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Select six hours of the following:

For students whose secondary education was in English:

- COMM 1611 Written and Oral Communication
ENGL 1313  Writing About Literature
RWS 1301  Rhetoric & Composition I
RWS 1302  Rhetoric & Composition 2
RWS 1601  Rhetoric, Composition & Comm

For students whose secondary education was not in English:
ESOL 1311  Expos Engl Compos-Spkr Esl
ESOL 1312  Res & Crit Writng Spkr Esl

Total Hours 6

II. American History (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>HIST 1301</td>
<td>History of U.S. to 1865</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1302</td>
<td>History of U.S. Since 1865</td>
<td>3</td>
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</table>

Total Hours 6

III. Language, Philosophy & Culture (three hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>AFST 2300</td>
<td>Intro-African Amer Studies</td>
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<tr>
<td>CHIC 2302</td>
<td>Latina/o Presence in the U.S.</td>
<td></td>
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<tr>
<td>ENGL 2311</td>
<td>English Literature</td>
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<td>ENGL 2312</td>
<td>English Literature</td>
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<tr>
<td>ENGL 2313</td>
<td>Intro to American Fiction</td>
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<tr>
<td>ENGL 2314</td>
<td>Intro to American Drama</td>
<td></td>
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<tr>
<td>ENGL 2318</td>
<td>Intro to American Poetry</td>
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<tr>
<td>FREN 2322</td>
<td>Making of the “Other” Americas</td>
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<tr>
<td>HIST 2301</td>
<td>World History to 1500</td>
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<tr>
<td>HIST 2302</td>
<td>World History Since 1500</td>
<td></td>
</tr>
<tr>
<td>PHIL 1301</td>
<td>Introduction to Philosophy</td>
<td></td>
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<tr>
<td>PHIL 2306</td>
<td>Ethics</td>
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<td>RS 1301</td>
<td>Introd to Religious Studies</td>
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<tr>
<td>SPAN 2340</td>
<td>Seeing &amp; Naming: Conversations</td>
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<tr>
<td>WS 2300</td>
<td>Introduction to Womens Studies</td>
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<tr>
<td>WS 2350</td>
<td>Global Feminisms</td>
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Total Hours 3

IV. Mathematics (three hours)

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<tbody>
<tr>
<td>MATH 1309</td>
<td>College Algebra</td>
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<tr>
<td>MATH 1310</td>
<td>Trigonometry and Conics</td>
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<td>MATH 1319</td>
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<td>MATH 1320</td>
<td>Math for Social Sciences I</td>
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<tr>
<td>MATH 1411</td>
<td>Calculus I</td>
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<tr>
<td>MATH 1508</td>
<td>Precalculus $^{1,2}$</td>
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<tr>
<td>MATH 2301</td>
<td>Math for Social Sciences II</td>
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</table>
STAT 1380  Statistical Literacy
STAT 2480  Elementary Statistical Methods

1 A higher-level course in the calculus sequence can be substituted.
2 TCCN MATH 1314 will also satisfy this requirement.

Total Hours 3

V. Life & Physical Sciences (six hours)

<table>
<thead>
<tr>
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<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ASTR 1107</td>
<td>Astronomy Lab I</td>
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<tr>
<td>ASTR 1307</td>
<td>Elem Astronomy-Solar System</td>
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<tr>
<td>ASTR 1308</td>
<td>Elem Astr Stars &amp; Galaxies</td>
</tr>
<tr>
<td>BIOL 1103</td>
<td>Introductory Biology Lab</td>
</tr>
<tr>
<td>BIOL 1104</td>
<td>Human Biology Laboratory</td>
</tr>
<tr>
<td>BIOL 1107</td>
<td>Topics in Study of Life I</td>
</tr>
<tr>
<td>BIOL 1108</td>
<td>Organismal Biology Laboratory</td>
</tr>
<tr>
<td>BIOL 1203</td>
<td>Introductory Biology</td>
</tr>
<tr>
<td>BIOL 1304</td>
<td>Human Biology</td>
</tr>
<tr>
<td>BIOL 1305</td>
<td>General Biology</td>
</tr>
<tr>
<td>BIOL 1306</td>
<td>Organismal Biology</td>
</tr>
<tr>
<td>BIOL 2111</td>
<td>Human Anat/Physio Lab I</td>
</tr>
<tr>
<td>BIOL 2113</td>
<td>Human Anat/Physio Lab II</td>
</tr>
<tr>
<td>BIOL 2311</td>
<td>Human Anat/Physiology I</td>
</tr>
<tr>
<td>BIOL 2313</td>
<td>Human Anat/Physiology II</td>
</tr>
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<td>CHEM 1105</td>
<td>Laboratory for CHEM 1305</td>
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<tr>
<td>CHEM 1106</td>
<td>Laboratory for CHEM 1306</td>
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<tr>
<td>CHEM 1107</td>
<td>Intro General Chemistry Lab</td>
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<tr>
<td>CHEM 1108</td>
<td>Intro Organic &amp; Biochem Lab</td>
</tr>
<tr>
<td>CHEM 1305</td>
<td>General Chemistry</td>
</tr>
<tr>
<td>CHEM 1306</td>
<td>General Chemistry</td>
</tr>
<tr>
<td>CHEM 1307</td>
<td>Intro to General Chemistry</td>
</tr>
<tr>
<td>CHEM 1308</td>
<td>Intro Organic &amp; Biochemistry</td>
</tr>
<tr>
<td>ESCI 1101</td>
<td>Environmental Sci. Lab</td>
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<tr>
<td>ESCI 1102</td>
<td>Non-major Lab for ESCI 1301</td>
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<tr>
<td>ESCI 1202</td>
<td>Intro to Environment Science 2</td>
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<tr>
<td>ESCI 1301</td>
<td>Intro to Environmental Sci</td>
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<td>GEOG 1106</td>
<td>Laboratory for GEOG 1306</td>
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<tr>
<td>GEOG 1306</td>
<td>Physical Geography</td>
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<tr>
<td>GEOL 1103</td>
<td>Lab for GEOL 1313</td>
</tr>
<tr>
<td>GEOL 1104</td>
<td>Lab for GEOL 1314</td>
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<tr>
<td>GEOL 1111</td>
<td>Principles of Earth Sci - Lab</td>
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<tr>
<td>GEOL 1112</td>
<td>Laboratory for Geology 1212</td>
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<tr>
<td>GEOL 1211</td>
<td>Principles of Earth Sciences</td>
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<tr>
<td>GEOL 1212</td>
<td>Principles of Earth Science</td>
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<td>GEOL 1230</td>
<td>The Blue Planet</td>
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<td>GEOL 1231</td>
<td>Natural Hazards</td>
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<td>GEOL 1313</td>
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<td>GEOL 1314</td>
<td>Intro to Historical Geol</td>
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<tr>
<td>HSCI 2302</td>
<td>Fundamentals of Nutrition</td>
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<tr>
<td>HSCI 2303</td>
<td>Wellness Dynamics</td>
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</tbody>
</table>

Courses in this category focus on describing, explaining, and predicting natural phenomena using the scientific method. Courses involve the understanding of interactions among natural phenomena and the implications of scientific principles on the physical world and on experiences.

Select one of the following: 1-4
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MICR 2330</td>
<td>Microorganisms and Disease</td>
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<tr>
<td>PHYS 1403</td>
<td>General Physics I</td>
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<tr>
<td>PHYS 1404</td>
<td>General Physics II</td>
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<td>PHYS 2120</td>
<td>Laboratory for PHYS 2320</td>
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<tr>
<td>PHYS 2121</td>
<td>Laboratory for PHYS 2321</td>
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</tr>
<tr>
<td>PHYS 2320</td>
<td>Introductory Mechanics</td>
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<tr>
<td>PHYS 2321</td>
<td>Introductory Electromagnetism</td>
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**Total Hours**: 6

### VI. Political Science (six hours)

<table>
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<th>Hours</th>
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<tr>
<td>POLS 2310</td>
<td>Introduction to Politics</td>
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<tr>
<td>POLS 2311</td>
<td>American Gover &amp; Politics</td>
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</table>

**Total Hours**: 6

### VII. Social and Behavioral Sciences (three hours)

<table>
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</thead>
<tbody>
<tr>
<td>ANTH 1301</td>
<td>Intro-Phys Anth/Archeolog</td>
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</tr>
<tr>
<td>ANTH 1302</td>
<td>Intro-Cultural Anthropology</td>
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</tr>
<tr>
<td>ANTH 1310</td>
<td>Cultural Geography</td>
<td></td>
</tr>
<tr>
<td>ANTH 2320</td>
<td>Intro to Linguistics</td>
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<tr>
<td>CE 2326</td>
<td>Econ for Engrs &amp; Scientists</td>
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<tr>
<td>ASIA 2300</td>
<td>Asian American Studies</td>
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<td>COMM 2350</td>
<td>Interpersonal Communication</td>
<td></td>
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<tr>
<td>COMM 2372</td>
<td>Mass Media and Society</td>
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<tr>
<td>ECON 2303</td>
<td>Principles of Macroeconomics</td>
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<td>ECON 2304</td>
<td>Principles of Microeconomics</td>
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<td>EDPC 1301</td>
<td>Introduction to Ed Psychology</td>
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<td>EDU 1342</td>
<td>Action Research in Classrooms</td>
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</tr>
<tr>
<td>ENGL 2320</td>
<td>Introduction to Linguistics</td>
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</tr>
<tr>
<td>GEOG 1310</td>
<td>Cultural Geography</td>
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<tr>
<td>LEAD 2300</td>
<td>Community Service</td>
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<tr>
<td>LING 2320</td>
<td>An Intro. to Linguistics</td>
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<td>LING 2340</td>
<td>Lang. Inside &amp; Out: Sel Topics</td>
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<td>PSYC 1301</td>
<td>Introduction to Psychology</td>
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<td>SOCI 1301</td>
<td>Introduction to Sociology</td>
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<tr>
<td>SOCI 1310</td>
<td>Cultural Geography</td>
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</table>

**Total Hours**: 3

### VIII. Creative Arts (three hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ART 1300</td>
<td>Art Appreciation</td>
<td>3</td>
</tr>
</tbody>
</table>

Courses in this category focus on the appreciation and analysis of creative artifacts and works of the human imagination. Courses involve the synthesis and interpretation of artistic expression and enable critical, creative, and innovative communication about works of art.

Select one of the following: 3
ARTh 1305  History of Art I
ARTh 1306  History of Art II
CHIC 1311  Chicana/o Fine Arts Appreciat
DANC 1304  Dance Appreciation
FILM 1390  Intro-Art of Motion Pict.
MUSL 1324  Music Appreciation
MUSL 1327  Jazz to Rock
MUSL 2321  Music, Culture, and Society
THEA 1313  Introduction to Theatre

Total Hours  3

IX. Component Area Option (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BUSN 1301</td>
<td>Intro to Global Business</td>
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</tr>
<tr>
<td>COMM 1301</td>
<td>Public Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM 1302</td>
<td>Business/Profession Comm</td>
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Block Electives
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Fine and Performing Arts

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<td>WS 4360</td>
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<td>RWS 3345</td>
<td>Editing</td>
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<td>RWS 3355</td>
<td>Workplace Writing</td>
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<td>RWS 3357</td>
<td>Issues in Tech &amp; Rhetoric</td>
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<td>RWS 3358</td>
<td>Special Topics in Writing</td>
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<td>RWS 3359</td>
<td>Technical Writing</td>
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<td>RWS 3365</td>
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<td>RWS 4300</td>
<td>Senior Writing Practicum</td>
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The courses below will apply to different blocks based on the term and section completed

- Please see dept or schedule book (online) for details
  - CHIC 4350 Topics in Chicano Studies
  - WS 3390 Women's Studies: Special Topics

### 4-Year Sample Degree Plan

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<tr>
<th>Code</th>
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**Spring**

- Core- Component Area 3
- Core - Life and Physical Sciences Lecture/Lab 3
- Minor 3
- COMM 2310 Basic Multimedia Writing 3
- COMM 3371 Communication Theory/Analysis 3

**JUNIOR**

**Fall**

- Core - Life and Physical Sciences 3
- COMM 2344 Digital Video and Audio Prod 3
- COMM 3313 News Gathering & Investigation 3
- COMM 3316 Digital Photography 3
- Block Elective 3

**Spring**

- Block Elective 3
- Minor 3
- COMM 2373 Intermediate Multimedia Writing 3
- COMM 4371 Communication Law and Society 3
- Open Elective 3

**SENIOR**

**Fall**

- Block Elective 3
- Minor 3
- Minor 3
- COMM 4313 SR Capst: Digital News Bureau 3
- COMM 4372 Methods of Research in Comm 3

**Spring**

- Block Elective 3
- Open Elective 3
- Minor 3
- Communication Elective-upper division 3
- Communication Elective-upper division 3

**Total Hours** 120