

# POST-BACCALAUREATE BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

## 2023-2024 Degree Requirements

**TOTAL CREDITS FOR DEGREE: 42**

This forty-two (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 ten areas: Advertising, Broadcast Production, Broadcast Reporting, Journalism, Mass Communication, Multimedia, Photography, Photojournalism, Public Relations, or Graphic Design. It should be selected with care toward learning a specialized concentration.

**PREREQUISITES OR CO-REQUISITES TO THE PROGRAM: 21 cr.**

BMGT 101,205,208, or 340 OR a Modern Language	3 _____	HIST 215,216,312,327,334, or 35:3	_____
CMPS 114 OR MATH 175 OR NSET 110 OR NSET 111	3 _____	POLS 102 OR POLS 205 OR SOC 1 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 cr.**

COMM 110 Mass Media Lit	3 _____	BPMM 202 Intro Broad	3 _____
GRID 103 Graph Des I	3 _____	PRAD 206 Intro Ad/PR	3 _____
JOUR 150 Jour Writ/Ed	3 _____	COMM 412 Med Ethics	3 _____
JOUR 151 Broad Writ/Ed	3 _____	COMM 418 Comm Law	3 _____

**CHOOSE A CONCENTRATION: 18 cr.**

<p><b><u>1. Advertising</u></b></p> <p>PRAD 239 IMC Research 3 _____</p> <p>PRAD 301 Ad Copy/Layout 3 _____</p> <p>PRAD 306 Social Media Pr 3 _____</p> <p>PRAD 326 IMC Plan 3 _____</p> <p>BPMM341 Broadcast Copy 3 _____</p> <p>PRAD 433 Ad Competition 3 _____</p>	<p><b><u>4. Journalism</u></b></p> <p>BPMM 215 Vid Prod/Ed 3 _____</p> <p>JOUR 257 Feat Writ 3 _____</p> <p>JOUR 260 Reporting 3 _____</p> <p>MULT280 Intro to Mult 3 _____</p> <p>JOUR 308 Mult Mag Re 3 _____</p> <p>PHOT 205 Int Digi Pho 3 _____</p>	<p><b><u>7. Photography</u></b></p> <p>PHOT 204 B&amp;W Phot 3 _____</p> <p>PHOT 205 Digi Phot 3 _____</p> <p>PHOT 322 Color Phot 3 _____</p> <p>PHOT 350 Digi Ph Ed 3 _____</p> <p>PHOT 414 Bus Phot 3 _____</p> <p>PHOT 200+EI 3 _____</p>	
<p><b><u>2. Broadcast Production</u></b></p> <p>BPMM 215 Video Prod/Edit 3 _____</p> <p>BPMM 216 Multicam St Prod 3 _____</p> <p>BPMM 223 Radio Prod 3 _____</p> <p>BPMM 323 Radio OR 325 Vid 3 _____</p> <p>BPMM 447 Elec Med Mgmt 3 _____</p> <p>JOUR 300+Br EI 3 _____</p>	<p><b><u>5. Mass Communication</u></b></p> <p>JOUR 260 Reporting 3 _____</p> <p>MULT 280 Intro to Mult 3 _____</p> <p>JOUR 308 Mult Mag Re 3 _____</p> <p>PHOT 205 Int Digi Ph 3 _____</p> <p>JOUR 200+EI 3 _____</p> <p>JOUR 300+EI 3 _____</p>	<p><b><u>8. Photojournalism</u></b></p> <p>JOUR 302 Photojour I 3 _____</p> <p>JOUR 315 Photojour I 3 _____</p> <p>PHOT 205 Digi Phot 3 _____</p> <p>PHOT 350 Digi Ph Ed 3 _____</p> <p>PHOT 370 Doc Phot 3 _____</p> <p>PHOT 200+EI 3 _____</p>	
<p><b><u>3. Broadcast Reporting</u></b></p> <p>BPMM 215 Video Storytelling 3 _____</p> <p>JOUR 317 Cam OR 324 Br 3 _____</p> <p>JOUR 304 Br Rep 3 _____</p> <p>JOUR 445 Edit/Prod News 3 _____</p> <p>JOUR 200+Br/Rep EI 3 _____</p> <p>JOUR 300+Br/Rep EI 3 _____</p>	<p><b><u>6. Multimedia</u></b></p> <p>MULT 220 Writ Mult 3 _____</p> <p>MULT 280 Intro to Mult 3 _____</p> <p>GRID 307 Grap Des II 3 _____</p> <p>MULT 455 Mult Cap 3 _____</p> <p>JOUR/PHOT 200+EI 3 _____</p> <p>JOUR/PHOT 300+EI 3 _____</p>	<p><b><u>9. Public Relations</u></b></p> <p>PRAD 239 IMC Res 3 _____</p> <p>PRAD 321 Pub Rel Wr 3 _____</p> <p>PRAD 306 Soc Med Pi 3 _____</p> <p>PRAD 326 IMC Plan 3 _____</p> <p>PRAD 327 Pub Rel Iss 3 _____</p> <p>PRAD 497 IMC Agen 3 _____</p>	
<p><b><u>10. Graphic Design</u></b></p> <p>GRID 205 GD Illustration 3 _____</p> <p>GRID 305 Typography 3 _____</p> <p>GRID 307 Graphic Des II 3 _____</p>			<p>GRID 336 Branding 3 _____</p> <p>GRID 300+GD EI 3 _____</p> <p>GRID 300+GD EI 3 _____</p>

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**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.