

BACHELOR OF ARTS POST-BACCALAUREATE IN JOURNALISM and MASS COMMUNICATION

2010-2011

Student's Name: _____

Entrance Date: _____

B.A. or B.S. in: _____

From: _____

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

(Choose one from each line)

_____	BMGT	_____	3
		(101,205,208,or 312 OR a Modern Language)	
_____	_____	_____	3
		(CMPS 111, MATH 175, NSET 110, NSET 111)	
_____	ECON	_____	3
		(201, 202, 321)	
_____	ENGL	_____	3
		(214, 304, 307, 311, 332)	
_____	HIST	_____	3
		(215, 216, 312, 327, 334, 340, 352)	
_____	_____	_____	3
		(POLS 102, 205, OR SOC 111)	
_____	_____	_____	3
		(PSYC 150, 210, 213 OR ART 100, MUS 101)	

DEPARTMENT MAJOR REQUIREMENTS

Required: 24

_____	JOUR	101	Survey of Mass Comm	3
_____	JOUR	103	Visual Communication Design	3
_____	JOUR	150	Journalistic Skills I	3
_____	JOUR	151	Journalistic Skills II	3
_____	JOUR	202	Introduction to Broadcasting	3
_____	JOUR	206	Introduction to Advertising & PR	3
_____	JOUR	407	Desktop/Electronic Publishing	3
_____	JOUR	418	Comm. Law and Regulation	3

1. General 18

_____	JOUR	_____	3
		(JOUR 204 or 309)	
_____	JOUR	_____	3
		(JOUR 215, 223 or 323)	
_____	JOUR	_____	3

_____	JOUR	_____	9
		(JOUR 301, 238, 257, 406, 409 or 433)	

2. Advertising 18

_____	JOUR	239	IMC Research for Ad/PR	3
_____	JOUR	301	Advertising Copywriting & Layout	3
_____	JOUR	_____	3	
		(JOUR 308, 310 or 316)		
_____	JOUR	341	Broadcast Copywriting	3
_____	JOUR	355	Print Graphics	3
_____	JOUR	433	Advertising Competition	3

3. Broadcast Media 18

_____	JOUR	_____	3	
		(JOUR 215 or 223)		
_____	JOUR	_____	3	
		(JOUR 303 or 323)		
_____	JOUR	_____	3	
		(JOUR 324 or 443)		
_____	JOUR	304	Broadcast News Writing	3
_____	JOUR	325	Broadcast Programming & Sales	3
_____	JOUR	341	Broadcast Copywriting	3

4. Photojournalism 18

___	JOUR	204	Intro to B&W Photography	3
___	JOUR	302	Intro to Photojournalism I	3
___	JOUR	309	Advanced B&W Photography	3
___	JOUR	313	Mass Media Internship I	3
___	JOUR	316	Advertising Photography	3
___	JOUR	322	Color Photography OR	3
___	PHT	312	Color I	

5. Print Media 18

___	JOUR	257	Feature Writing	3
___	JOUR	260	Reporting	3
___	JOUR	355	Print Graphics	3
___	JOUR	312	Point Park News Service I OR	3
___	JOUR	314	Point Park News Service II OR	
___	JOUR	409	Specialized Reporting	
___	JOUR	308	Publications Production I OR	3
___	JOUR	310	Publications Production II	
___	JOUR	406	Public Affairs Reporting OR	3
___	JOUR	408	Magazine Article Writing OR	
___	JOUR	410	Investigative Reporting OR	
___	JOUR	422	Innocence Institute I OR	
___	JOUR	425	Innocence Institute II OR	

6. Public Relations 18

___	JOUR	204	Intro to B&W Photography OR	3
___	JOUR	316	Advertising Photography	
___	JOUR	239	IMC Research for Ad/PR	3
___	JOUR	255	Public Relations Writing	3
___	JOUR	326	IMC Planning	3
___	JOUR	327	PR Theory	3
___	JOUR	415	IMC Capstone OR	3
___	JOUR	416	Public Relations Practice OR	
___	JOUR	257	Feature Writing OR	
___	JOUR	___	_____	
			(JOUR Elective)	

Program Objectives

B.A. Post-Baccalaureate in Journalism

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.