

# **POST-BACCALAUREATE BACHELOR OF ARTS IN JOURNALISM and MASS COMMUNICATION**

## *2016-2017 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**

<b>1. Advertising</b>			<b>4. Journalism</b>		
JOUR 239	IMC Research	3	JOUR 215	Video Production & Editing I	3
JOUR 301	Advert. Copywriting & Layout	3	JOUR 257	Feature Writing	3
JOUR 306	Social Media Practices	3	JOUR 260	Reporting	3
JOUR 326	IMC Planning	3	JOUR 280	Introduction to Multimedia	3
JOUR 341	Broadcast Copywriting	3	JOUR 308	Multiplatform Magazine Reporting	3
JOUR 433	Advertising Competition	3	PHOT 205	Intro to Digital Photography	3
<b>2. Broadcast Production</b>			<b>5. Mass Communication</b>		
JOUR 215	Video Production & Editing I	3	JOUR 260	Reporting	3
JOUR 216	Multicamera Studio Production	3	JOUR 280	Introduction to Multimedia	3
JOUR 233	Radio Production	3	JOUR 308	Multiplatform Magazine Reporting	3
JOUR 323	or 325 Radio/Video Sales	3	PHOT 205	Intro to Digital Photography	3
JOUR 447	Electronic Media Management	3	JOUR	200+ JOUR Elective	3
JOUR	300+ Broadcast Elective	3	JOUR	300+ JOUR Elective	3
<b>3. Broadcast Reporting</b>			<b>6. Multimedia</b>		
JOUR 215	Video Production & Editing I	3	JOUR 220	Writing for Multimedia	3
JOUR 317	or 324 On Camera/Broadcast Ann.	3	JOUR 280	Introduction to Multimedia	3
JOUR 304	Broadcast Reporting	3	JOUR 307	Graphic Design II	3
JOUR 445	Editing & Producing the News	3	JOUR 455	Multimedia Capstone	3
JOUR	200+ Broadcast or Reporting Elec.	3		200+ JOUR or PHOT Elective	3
JOUR	300+ Broadcast or Reporting Elec.	3		300+ JOUR or PHOT Elective	3

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<b>7. Photography</b>			<b>9. Public Relations</b>		
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
<b>8. Photojournalism</b>			<b>10. Graphic Design</b>		
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.